The Northwestern Miller

Volume 244
Number 4

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October 24,
1950

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Love, Dave.

• • •

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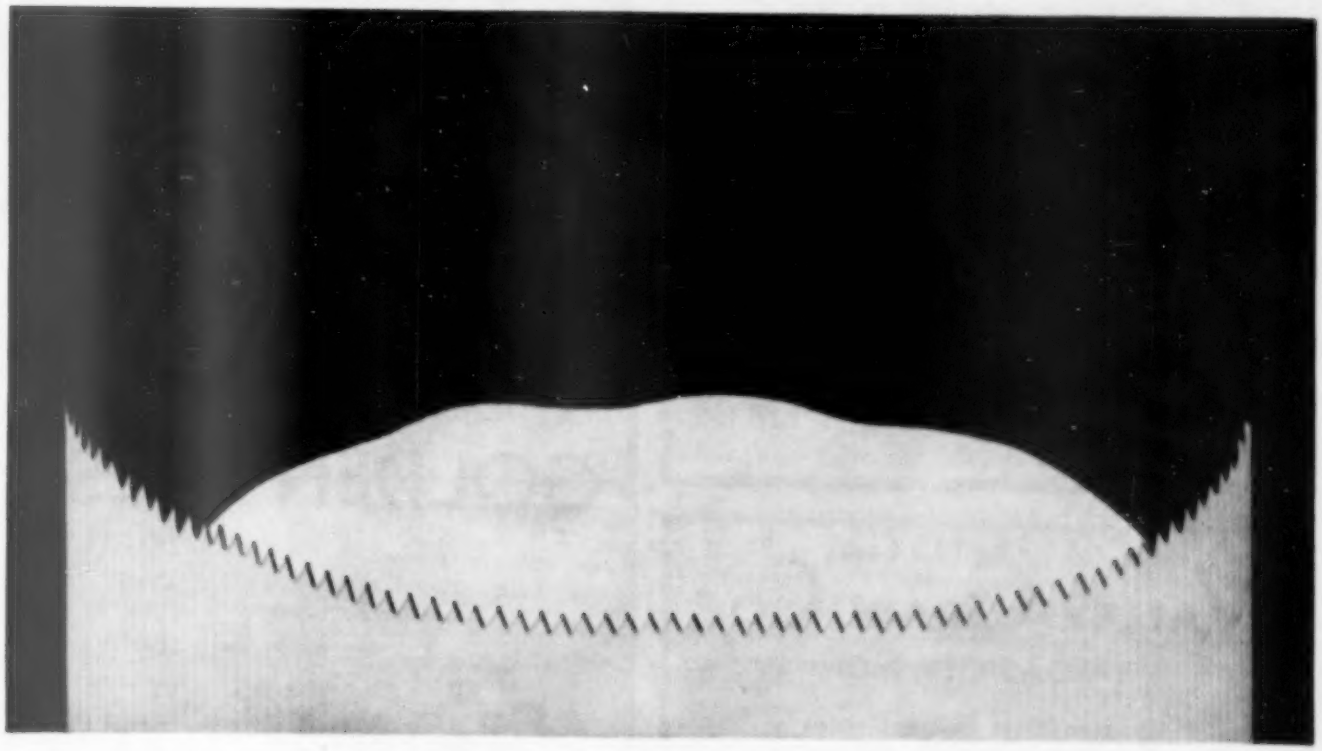

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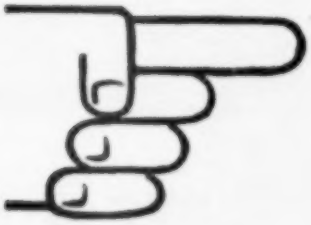

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In the season of 1899, the Sewanee College football team, with a squad of only twelve players, its coach, Luke Lea, a manager and carrying its own barrel of spring water, embarked on a strange gridiron adventure.

That strange adventure began on November 8th when Sewanee took the field against a powerful Texas College team. Sewanee won 12-to-0. On the very next day, Sewanee played a mighty Texas A. & M. team. Again Sewanee won, this time by a lopsided score of 32-to-0.

On the third day of its tour, Sewanee played against an unbeaten Tulane team, and won again. This time, the score was 23-to-0.

And so, Sewanee on three consecutive days, played three football games against three powerful rivals. The fourth day of the trip was Sunday, so there was no game. But on the following day, November 12th, Sewanee played again as it took the field against a strong Louisiana State University team. Once again, Sewanee won. Score, 34-to-0. Then, on the next day, Sewanee licked Mississippi by a 12-to-0 score.

Thus, the Sewanee team played five football games in the space of only six days, won them all, scoring a total of 113 points to none for their opponents. No football team in history performed a more rugged victory-feat than did Sewanee, with a football squad of only twelve players. But even more amazing was the fact that Sewanee was a little college with an enrollment of only eighty-five students.

Impossible? It actually happened! In our own industry, some of the milling and packing improvements made by Commander-Larabee would have seemed impossible a few years ago . . . but they were made. Today, wise bakers are seeing the results of these advances in their own shops. The unfailing uniformity, shop tolerance and fermentation strength needed to meet changing shop conditions without expensive schedule upsets can be expected from every bag of a Commander-Larabee flour, day-in and day-out, regardless of season. Let your Commander-Larabee representative show you how a top quality Commander-Larabee flour can help your production . . . and *your profits!*

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INDIAN BUYING OF U.S. WHEAT REGISTERED UNDER AGREEMENT

Other Substantial Indian Purchases Reported Made From Canada — U.S. Sales Included Soft Wheat — Guatemala's IWA Quota Reopened

WASHINGTON — Last week saw Indian purchases of wheat registered from the U.S. under the International Wheat Agreement, and the next wheat pact sales report will probably reveal substantial Indian purchases of wheat from Canada.

Trade sources report that the Indian government bought approximately 300,000 tons of Canadian wheat, taking 3's, 4's and 5's. The purchases from the U.S. are reported to have included some soft wheat from the West Coast and from eastern ports. These purchases were made in free dollars.

India's Requirements

According to government officials, the Indian government will require this IWA year approximately 2½ million tons of bread grains in addition to sorghums already bought in the U.S. Of this total, 2.1 million tons will be in the form of wheat, with the balance rice. The wheat requirement is nearly double the Indian wheat pact import quota, and it is now believed on the basis of intentions made known by the Indian Minister of Food that India's wheat agreement quota will be completed in purchases from Canada and the U.S. in dollars and that the excess over and above the agreement quota will be filled from Australia and Argentina. India is expected to obtain 500,000 tons of wheat from Argentina in exchange for jute and the balance of the approximately 1 million tons from Australia outside the wheat pact.

For the balance of the IWA crop year, U.S. wheat and wheat flour exports will be heavily weighed with ECA financing of purchases by Austria, Germany, Greece, Holland and Italy—nations which have unfilled import quotas of approximately 130 million bushels.

Further U.K. wheat buying in the U.S. is not likely to be consequential, government officials say, and probably will be limited to small quantities as a check on Canadian offerings.

Although Economic Cooperation Administration funds remain the cornerstone of U.S. wheat sales under the International Wheat Agreement, financial gains in western Europe and sterling area nations are modifying the export pattern that prevailed during the first year of the pact. ECA officials now believe that ECA-financed exports to the original group of ECA nations will probably not exceed 150 million bushels. This will not include any ECA-financed wheat or wheat flour to the U.K.

Sales Confirmed

The U.S. Department of Agriculture has announced that during the period Oct. 11-17, the Commodity Credit Corp. confirmed sales of 5,245,000 bu. wheat (including wheat and wheat flour in wheat equivalent) under the IWA against 1950-51 wheat agreement quotas. The sales included 225,000 sacks flour (521,000 bu. wheat equivalent) and 4,724,000 bu. wheat. Principal buyers were Austria, India, Switzerland, Netherlands and the U.K. Cumulative sales to Oct. 17 against 1950-51 quotas are 52,351,000 bu. This compares with cumulative sales at this time last year of about 11 million bushels.

The department listed the following countries and territories of eligible countries, the wheat agreement quotas of which are closed at the present time: El Salvador, Portuguese colonies of Goa and Mozambique, and U.K. territories of Aden, Anglo-Egyptian Sudan, Anglo-Iranian Oil Co. and British Somaliland.

On Oct. 17 the International Wheat Council in London notified the department that Guatemala's wheat agreement quota had been reopened effective immediately. The unsold balance of the Guatemalan quota, which had been recently increased to 25,000 metric tons, was about 19,300 metric tons at the time the quota was reopened.

Guatemala's original quota of 10,000 tons was filled June 29. The Guatemalan government subsequently challenged all sales made against its 1950-51 quota on the grounds that these sales were not made in accordance with control regulations issued by the Guatemalan government June 3, 1950. The executive committee of the wheat council sustained the Guatemalan challenge on all sales made after June 3 but agreed that sales made prior to June 3 should remain recorded and asked Guatemala to issue import license on them, which Guatemala has now agreed to do. During the period the quota was closed, a 15,000-ton increase in the Guatemalan quota was approved by the executive committee of the wheat council.

4th Session of International Wheat Council Opens in Geneva

WASHINGTON—This week marks the fourth session of the International Wheat Council in Geneva, Switzerland, with the opening meeting Oct. 24. Leading the U.S. delegation is Elmer F. Kruse, assistant administrator for commodity operations of the Production and Marketing Administration.

With Mr. Kruse are Gordon P. Boals, head of the Grain Division of the Office of Foreign Agricultural Relations; James C. Foster of the Food Division of the National Production Administration of the Department of Commerce; L. Ingemann Highby of the Department of State, and Paul O. Nyhus of the American Embassy at London. Secretary to the group is Robert E. Menze, assistant chief of the Wheat Agreement Staff of USDA.

The council plans to discuss (1) readjustment of quotas of exporting nations to reflect the additions to quotas of importing nations; (2) considerations of procedural changes in the council; (3) adjustment of operating techniques in light of the experience of the council during its first year; (4) action of the application of Iceland to participate as an importer and (5) the report of the executive committee of the council.

The International Wheat Council was established in 1949 pursuant to the terms of the International Wheat Agreement of March 23, 1949, an instrument designed "to assure supplies of wheat to importing countries and markets for wheat to exporting countries at equitable and stable prices." Administration of the provisions of the agreement is the primary function of the council, which is composed of 42 exporting and importing countries, parties to the agreement. Each country may be represented on the council by a delegate, an alternate and such technical advisers as are necessary.

Rust Conference to Be Held Nov. 6 at Grand Forks

GRAND FORKS, N.D.—The entire rust picture will be explored at a Rust Research Conference to be held Nov. 6 at Grand Forks, N.D.

The conference will be sponsored by the Grand Forks Chamber of Commerce. Scientists, farmers and industry representatives will take part in the program at the Central High School Auditorium. One of the topics to be covered will be state and federal government support in fighting rust damage to crops.

Members of the grain and milling trades and farmers in the Northwest are expected to be present for the meeting.

Speakers and their topics will include Don G. Fletcher, executive secretary of the Conference for the Prevention of Grain Rust, Minneapolis, "History of Rust Damage;" Dr. K. S. Quisenberry, head agronomist in the division of cereal crops and diseases, U.S. Department of Agriculture, Beltsville, Md., "Developing Rust Resistant Varieties Through Cooperative Research;" Dr. E. C. Stakman, chief of the division of plant pathology and botany, University of Minnesota, Minneapolis, "Stem Rust—a Constant Hazard," and C. R. Carlson, vice president of Deere & Webber Co., Minneapolis, "Rust—An Economic Threat in the Northwest."

One of the highlights of the program will be a panel discussion on "How to Combat and Control the Rust Menace." Ron Kennedy, secretary of the Minneapolis Grain Exchange, will be chairman of the discussion.

Members of the panel include Dr. Harold Mary, director of the experiment station, University of Minnesota, St. Paul; Dr. Glen Smith, associate dean and director of North Dakota Agricultural College, Fargo; Dr. John H. Parker, director of the Midwest Barley Improvement Assn.

P. J. Donnelly, Grafton, N.D., farmer, will present the summary of the day.

Overweights Can Eat Bread and Lose Weight, Dieticians Report

WASHINGTON—The old idea that bread is "fattening" and therefore must be left out of reducing diets was reported to be erroneous at a meeting of the American Dietetic Assn. here last week.

Dr. Ruth M. Leverton, professor of nutrition research at the University of Nebraska, presented the results of a scientific, low-cost weight reduction study which she and her co-workers just completed. Twelve overweight young women followed a low-calorie diet which cost less than 68¢ a day and included enriched bread and butter at each meal.

At the end of an eight-week period the girls had lost a total of 227 lb. The weight loss averaged about 2.8 lb. a girl a week.

Dr. Leverton, who is also the author of a widely used compilation of special diets for diabetics, said, "No aspect of food and nutrition is subject to more abuse, fad and misinformation than the low-calorie diet necessary for weight loss. Omitting bread in a reducing diet is unnecessary and leads to increased cost of the diet."

The 1,200-calorie diet, prepared by trained dieticians for the overweights, regularly included meat, milk, fruits and vegetables as well as bread. In general, thick gravies and sauces, concentrated sweets and calorie-packed desserts were omitted.

The girls remained in excellent health and had high morale during the diet, it was reported. With the exception of calories, the reducing diet was "nutritionally generous."

Dr. Leverton explained that no single food is fattening.

"What determines whether a person gains or loses weight is the total number of calories in the diet," she said. "However, in a safe reducing diet, only those foods can be permitted that provide a fair share of food values along with calories. Enriched bread is one of these foods, since it provides considerable amounts of three B-vitamins, as well as iron and some protein."

Here is an example of the meals the girls had during one day. A typical breakfast included ½ cup of orange or grapefruit juice, one slice enriched bread, one teaspoon butter, one poached egg and one glass skim milk. For lunch, the reducers had two slices of enriched bread, one teaspoon butter, one glass skim milk, one tomato and one medium apple. For dinner, they ate one third pound cube steak, a small boiled or baked potato, lettuce salad, enriched roll with butter, one glass of skim milk and one small dipper of fruit sherbet.

The reducing study at the University of Nebraska was planned to study the needs of the body during weight reduction and demonstrate the place of enriched bread in the diet.

Dr. Leverton recently returned from a tour of the Philippines, Asia and Europe, where she lectured on nutrition under the auspices of United Nations Educational, Scientific and Cultural Organization.

Naming of Price Chief Held Imminent

WOULD NOT MEAN IMMEDIATE IMPOSITION OF PRICE CURBS

Appointment of Former OPA Official as Price Czar Reported Likely—Present Plans for Price Agency Call for Preparation of Master Blueprint

By JOHN CIPPERLY

Washington Correspondent of The Northwestern Miller

WASHINGTON — A consultation last week between Dr. Alan Valentine, recently named economic stabilizer, and prominent former OPA officials is considered an indication that the appointment of a new price chief is imminent. Signs point to the selection of a highly placed former OPA official for the post.

This official, while refusing to confirm or deny that he had been asked to take the price control job, admitted that he had been asked to submit names of former OPA officials who he felt might be available to serve at least during a period of organization of a new price control agency.

No Need Now

The imminence of an announcement of a price czar is no indication, however, of a move to impose price controls at this time. The former OPA official, it was learned, does not believe that price control is necessary at this time.

This opinion coincides with opinions of officials close to the administration who say that an OPA technique will not work during this emergency and that stabilization must be accomplished through high taxation, drastic checks on the use of credit and possibly some form of compulsory saving.

Political Pressure Possible

However danger lies in political pressure to impose price ceilings in spite of the advice of economic advisors. Present credit controls and restrictions on use of critical materials by nonessential civilian industry could have the effect of channeling disposable consumer income into food and nondurable consumer goods, giving these lines substantial inflationary pressure. In that event, there might be a rising demand for price restraints, contrary to the prevailing judgment of the economic chiefs of staff.

Meanwhile, a price-wage control office is in the stage of being formed. Dr. Valentine has taken men from various government agencies to serve temporarily during organization of an office. He has named a general counsel, a deputy administrator, a director of personnel and other officials.

The present plans for a price agency constitute the making of a master blueprint for controls if they must be used. While it is now felt that other means may defer or make unnecessary price controls, former OPA officials note that the architects of the blueprint should be men of the highest caliber to insure that the errors of the old OPA would not be repeated. These former OPA people feel that an accurate design at the start by top flight personnel would make it possible to release these persons at an early date. And except for temporary later consultations if price ceilings are used, this early work would be the extent of the call on the time of these persons.

While the outlook regarding price controls remained rather obscure, government and international officials added their opinions to the situation. On the domestic front, Charles F. Brannan, secretary of agriculture, indicated in a speech at Iowa State College at Ames that the testing ground for controls over food prices will be next spring.

Noting the country's comfortable supply situation in virtually all agricultural supplies except cotton, the secretary remarked that periods of high employment always saw increased demand for food and that the Bureau of Agricultural Economics was currently forecasting an increase in food consumption by 3% by February, 1951, as the result of increased purchasing power and the reduction of availability of durable consumer goods.

Secretary Brannan gave recognition to the generally voiced administration hopes that credit controls and heavier taxes would be making themselves felt as the spring crises materialized.

Price Support Stand

Not only did he recognize the price ceiling problem, but he repeated his position regarding price support for agricultural commodities. This was notable in that he included eggs as a commodity which needed support along with meat and milk. Eggs are currently being supported at the discretion of the secretary and would be in 1951. This statement may be a guide to his decision regarding a 1951 price support program for that commodity.

In his Iowa speech, Mr. Brannan also restated his stand for production payments on milk, eggs and perishable commodities, but he hedged his former insistent backing of his program with the comment that he did not wish at this time to bring that program into political focus.

International Controls Urged

On the international side, the French finance minister, Maurice Petsche, urged Dean Acheson, secretary of state, and John Snyder, secretary of the treasury, to bring about world price controls on raw materials going into the rearmament programs. The French minister said that international price controls on these commodities are urgently needed immediately.

Immediately following the outbreak of the Korean war, off-shore commodities such as rubber, coffee and cocoa exhibited the greatest inflationary activity, provoking in some quarters demands for preclusive buying of off-shore crops by Commodity Credit Corp. for resale within the U.S. at fixed prices.

Since the U.S. will be called upon to finance armament in western Europe, the French minister's recommendations might carry some weight with U.S. officials.

The price control question cannot be divorced from the current political campaign, and there is a strong suspicion that the harmony in government circles deploring the thought of rigid price ceilings may be only a political device to lull voters into complacency during the campaign. Once voters have been tallied, the real course of the administration's plan may be seen more clearly.

Karl E. Baur

NEW ABA PRESIDENT—Karl E. Baur, vice president of Liberty Baking Co., Pittsburgh, was elected president of the American Bakers Assn. during the group's Oct. 13-18 meeting at the Hotel Sherman in Chicago. Mr. Baur was elected to the board of governors of the ABA in 1944. He succeeded John T. McCarthy, Jersey Bread Co., Toledo, as ABA president. Mr. McCarthy had served as president and chairman of the association; he was renamed to the chairman's post at the recent election.

Industry's Young Men Assume Spotlight at ABA Convention

CHICAGO—The convention spotlight focused on the young men of the baking industry during the 1950 meeting of the American Bakers Assn. here last week, as part of an ABA general session was given over to a discussion of production and personnel problems of the baking industry by four youthful industry executives.

John T. McCarthy, Jersey Bread Co., Toledo, chairman of the ABA, welcomed the young men to the program, saying that many times such a program has been contemplated in the past and announcing his hope that the program would set a pattern for the future. As their older associates in business limit their attendance at conventions it is more and more necessary for young men to interest themselves in the American Bakers Assn. and attend baking industry conventions, Mr. McCarthy said.

"The institutions and the achievements which have been praised during these few days of our convention are our heritage from great and gifted predecessors who pioneered the first 50 years of this century for our industry. The first 50 was almost entirely theirs.

"As a business or a country moves out of the pioneering phase there are fewer and fewer opportunities for the rugged individualists of the past—less need for such talent. The need is for a greater number of educated and trained business administrators at all levels," Mr. McCarthy said. "People who have good minds—and know where and how to reach for all available knowledge and who can cooperate and share 'know how' to open up new horizons of business knowledge, can steadily elevate the level of an entire industry, and themselves with it," the speaker said.

Mr. McCarthy said that the young men had great tools at their disposal to manage and expand, such as the American Bakers Assn., the Bakers of America Program and the American Institute of Baking.

"Trial and error will have little place in your business life," Mr. McCarthy told the young men. "You will chart your actions by analysis and survey which will be more and more precise in exposing facts and trends."

Lloyd D. Feuchtenberger, Jr., general manager of the Feuchtenberger Bakeries in Bloomfield, W. Va., then appeared as session moderator, introducing the three young men who were to speak on the opportunity for young men in the baking industry. They were Richard O. Worland, vice president of Dietzens Bakery, Kokomo, Ind.; Harry Shipley, Jr., Shipley Baking Co., Ft. Smith, Ark., and Arthur Trausch, Jr., production manager for the Trausch Baking Co. in Dubuque, Iowa. To satisfy qualifications for being one of the "young men of the baking industry," the applicant

ABA CONVENTION COVERAGE

The Northwestern Miller's coverage of the 1950 convention of the American Bakers Assn. in Chicago Oct. 13-18 was handled by the following staff members: Frank W. Cooley, Jr., of Minneapolis; S. O. Werner and Don E. Rogers of Chicago, and Wayne G. Martin, Jr., of New York.

1951 CONVENTION OF ABA PLANNED FOR CHICAGO

CHICAGO—The American Bakers Assn. has voted to return to Chicago for its 1951 convention beginning Sunday, Oct. 14. The decision was made at the Oct. 13-18 meeting of the association at the Hotel Sherman here.

ABA REGISTRATION TOTALS 1,580

CHICAGO—Registration for the American Bakers Assn. convention here Oct. 15-18 totaled 1,580, of whom approximately 600 were bakers. This compares with a registration of 1,544 in 1948. Last year's ABA convention was combined with the 1949 Baking Industry Exposition, with a total registration of 13,412.

must not have reached his 36th birthday.

Mr. Feuchtenberger pointed out that the idea for the young men's program was conceived shortly after the death of Eugene K. Quigg, and was accelerated by the later death of M. Lee Marshall which showed the obvious necessity for such a session. A representative group of 75 names of young men in the industry was selected. However, very few names were received from larger baking establishments, and the head of one corporation reported that he had found no young men in his organization qualified to report, indicating a plan to do something to correct the condition.

This speaker told the older men attending the session that they must do their share also to get young men interested in the baking industry, or sacrifice their leadership.

"We don't want to be considered experts," Mr. Feuchtenberger pointed out, "but rather as young men being trained for future responsibilities. We intend to use this meeting as a sounding board—to tell you what we like; what we dislike and how we think our training can be improved. We did not volunteer, and neither will your young men volunteer. We love our homes and dislike to leave our families—so do your young men. You must draft them, encourage them and insist that they accept this additional responsibility. You must push us gently, encourage us and build our self confidence. We need your help today, but tomorrow you will need ours."

Mr. Worland, speaking on sales executive training, pointed out that the complete sales picture includes salesmanship, complete knowledge of product, advertising, merchandising, packaging, participation in community affairs, publicity and market research. During his address, Mr. Worland used a lifesize cut-out figure showing the complete sales executive. Mr. Worland said that the sales executive must be taught in all these phases, not just one. He should be taught to use the right tool at the right time and to use all the tools at the same time.

Administrative Procedures

Harry Shipley, Jr., then appeared on the rostrum with his discussion of research on administrative training. He enumerated several qualifications for executive training, pointing out that the prospective executive must show definite promise of development, be able to make sound decisions quickly and without prejudice, understand human relations, have a desire for advancement and be willing to accept responsibility. They should be well informed on labor relations and market research.

The speaker suggested that young administrators should be taught how to accept responsibility and how to overcome the time barrier by giving them the benefit of the older man's experience as much as possible. Their education and training should be planned on an over-all basis in phases of production, distribution, sales, labor relations, finance, cost accounting, plant management, product research, market research and industry relations.

"Give them a little bit of everything," Mr. Shipley said. "One job at a time—enough for them to learn of what each job consists and that job's place in the over-all business."

Mr. Trausch, speaking on "Research in Training for Industry Relations," spoke of the local nature of the baking business and the necessity for a code of ethics and a united industry. Industry effort is becoming more vital all the time, the speaker said, because of growing competition from other food manufacturers individually and collectively, increasing government control, and the rising cost of labor, ingredients and material.

Many things can be done by a united industry which cannot be done alone, Mr. Trausch said, referring specifically to the need for large scale product research and market research, a legislative outpost for information, representation and highly scientific training. He spoke of the need for product promotion to consumers and product publicity to those consumers by working with the top level ethical groups such as doctors, dentists, home economists, nutritionists and teachers.

A summary conducted by Mr. Feuchtenberger climaxed the young men's session. A luncheon was held later in the convention so that the young men in the industry could get together on a social basis.

The multiple-unit-retail and house-to-house branches of the American Bakers Assn. held branch sessions following the young men's session, while the Allied Trades of the Baking Industry held its annual luncheon meeting.

The convention adjourned Oct. 18 following a joint meeting of the ABA and the American Institute of Baking, at which L. E. Caster, Keig-Stevens Baking Co., Rockford, Ill.; Howard O. Hunter, executive vice president of the AIB, and Dr. C. A. Elvehjem, dean of the graduate school of the College of Agriculture, University of Wisconsin, Madison, appeared.

Mr. McCarthy was chairman of a final ABA business session at which new amendments to the ABA bylaws were recorded, and Milton Petersen, P. F. Petersen Baking Co., Omaha, concluded the program with a summary of the accomplishments of the convention.

—BREAD IN THE STAFF OF LIFE—

E. P. WELLS ELECTED TO RUSSELL-MILLER BOARD

MINNEAPOLIS—A new member of the board of directors and two new corporate vice presidents were elected at the annual stockholders and board of directors meetings of the Russell-Miller Milling Co. at the company headquarters here Oct. 20.

E. P. Wells was elected a member of the board of directors to become the third generation of his family to serve as a director of the milling firm. Other members of the board were reelected.

T. J. Beggs and W. L. Brisley were elected corporate vice presidents. The board also approved the appointment of a new vice president, E. S. Decker, by L. F. Miller, president of Russell-Miller.

The directors declared a dividend of 30¢ a share on the common capital stock of the company, payable Nov. 1, 1950, to stockholders of record Oct. 25.

AT ENRICHMENT LUNCHEON—Members of the baking and milling industries and scientists from throughout the U.S. attended a luncheon in Chicago during the recent convention of the American Bakers Assn. to mark the 10th anniversary of the launching of the bread enrichment program, which was characterized as "the greatest single public health measure ever undertaken." Left to right in the illustration above are John T. McCarthy, Jersey Bread Co., Toledo, new chairman of the ABA; Dr. Frank L. Gunderson, National Research Council, Washington; Dr. C. H. Bailey, director, Minnesota Agricultural Experiment Station, University of Minnesota, St. Paul, and Dr. G. M. Dack, director of the Food Research Institute of the University of Chicago.

John P. Garrow Reelected Head of Allied Trades Association

CHICAGO—John P. Garrow, Chapman & Smith Co., Chicago, was elected president of the Allied Trades of the Baking Industry for his second term at the annual luncheon meeting held here Oct. 17 during the 1950 convention of the American Bakers Assn.

All officers were reelected. Frank J. Torrens, Borden Co., New York, was reelected vice president, and Claude A. Bascombe, Standard Brands, Inc., New York, was reelected secretary-treasurer.

Remaining on the executive committee are C. H. Bollinger, Kansas Flour Mills Co., Reading, Pa.; Carl W. Steinhauer, Union Steel Products Co., Albion, Mich.; Harry C. Lautensack, General Mills, Inc., Buffalo, and Jack U. Lemmon, Jr., Doughnut Corporation of America, New York.

John P. Garrow

The Allied Trades 30th anniversary was celebrated at this luncheon meeting, and featured on the program were Gordon Smith, Smith Bakery, Mobile, Ala., one of the originators of the allied trades association idea, and John Burns, retired flour man from Evansville, Ind., the oldest living past president of the association.

A surprise portion of the program saw B. E. Godde, Godde's Pastry Shoppe, Battle Creek, Mich., decorated with a lei by Fran Allison, radio and television singing star, thanking him for his work at various veterans' hospitals.

J. U. Lemmon, Jr., spoke briefly on the allied trades' part in the American Institute of Baking. Following the report of the nominating committee, given by Frank J. Bergenthal, Brolite Co., Chicago, chairman of the committee, Philip W. Orth, Jr. Ph. Orth Co., Milwaukee, of the ATBI program committee, introduced Fred Cobb, Cobb's Sunlit Bakery, Green Bay, Wis., who entertained the members for a few minutes.

Featured on the speaking program was Edward McFaul, who spoke entertainingly on the little quirks and foibles that can plague those living in modern society. Enlivening his talk with humorous anecdotes, Mr McFaul pointed out that many abnormalities which people fear are really very normal.

Following the meeting, Mr. Smith cut the allied trades 30th anniversary cake, which had been prepared by the Wilton School of Cake Decorating in cooperation with Chapman & Smith Co., Chicago. None of the cake was eaten, however, being sent to St. Vincent's Orphan Home in Chicago.

Trade Pact Talks May Bring Foreign, Farm Policy Clash

WASHINGTON — A head-on clash between U.S. foreign policy and domestic farm programs may develop as a result of current discussions at Torquay, England, regarding the General Agreement on Tariffs and Trade (GATT). Some 40 nations are taking part in the talks aimed at further reductions in tariff barriers and import restrictions.

Last week it was noted in government circles that State Department officials contemplate the removal of import controls as of Dec. 31, 1950, as provided for in GATT, notwithstanding the fact that Congress extended legal authority to control imports until June 30, 1951. These controls as far as agricultural commodities are concerned have been exercised by the U.S. Department of Agriculture under the old import control order M-61. The import control provisions have been used largely on edible and inedible fats and oils.

Last year the State Department granted tariff concessions on increased quantities of butter from Denmark, New Zealand and other sources, but the accomplishment of this goal was defeated when USDA declined to grant import licenses for these imports.

It remains to be seen what policy the USDA will follow if, as now indicated, the State Department pledges removal of our import controls as of Dec. 31, 1950.

Policy Not Clear

Clarification of policy from the State Department has not been obtained since most of the experts on GATT are currently at the sessions in England, and USDA officials admit that temporarily they are in the dark.

Under provisions of GATT, signatory nations agree not to impose import quota barriers except when they may be needed to permit the disposal of temporary surpluses. In international trade circles it is argued that none of the agricultural surpluses can be considered as temporary and that nothing is being done internally to eliminate them. Under the provisions of GATT, exceptions to bans on import quota restrictions may be granted only when the nation asking the exception is taking steps to eliminate the surpluses.

Another matter of consequence regarding the discussions in England is the fact that Congress failed to ratify the trade agreement at the last session. Congress would conceivably approve the agreement when it resumes sessions after Nov. 27. Without confirmation by Congress, there is some doubt that any pledges given by the State Department are binding. On the other side, however, advocates of the GATT call attention to the presidential proclamation putting it in force as part of the Reciprocal Trade Agreement Act.

The concessions which might be granted by the U.S. delegates are loaded with political dynamite and may require considerable finesse on the part of the administration to get Congress to swallow them. For example, the dairy industry would be immediately faced with competition of Danish and New Zealand butter, which, according to USDA officials, could be landed at eastern U.S. ports at 41½¢ lb., duty paid. One has only to look at the domestic price support line for U.S. butter to measure the impact. To the extent that foreign butter entered our markets, additional butter stocks would be purchased under the price support program.

It is possible, of course, that the U.S. negotiators may be able to defer pressure to remove import barriers on butter since the U.S. is loaded with unusable surpluses, but that condition would not be operative as far as cottonseed oil is concerned. With a short cotton crop this year, supplies of cottonseed oil are subnormal. USDA officials say that the present cottonseed oil price level would be a sure-fire attraction for Brazilian cottonseed oil. With the domestic range of 19@20¢ lb., it is believed that Brazil would be glad to sell its oil in this market to earn dollars. The import duty on edible fats and oils is roughly 3¢ lb. which would indicate that Brazilian oil would have to sell at 15@16¢ to compete in the U.S. market after the duty was paid—a not improbable possibility, according to USDA officials.

Other import problems would arise in regard to rice, linseed oil and flaxseed as well as oils and oilseeds from China. The China situation is further complicated, however, by the recent denunciation of the trade agreement between that nation and the U.S.

Since Congress has granted import control authority running until June 30, 1951, it is conceivable that even though the State Department did pledge a lifting of these controls, USDA might ignore the commitment and continue to exercise its authority until the present expiration date or until Congress acted.

The congressional dairy bloc, already staggered by the loss of its fight on colored margarine, would be unlikely to accept State Department concessions without an all-out fight. Even the information that the possibility of a lowering of import bars on butter might have repercussions in congressional districts next month.

FMEA Asks End to German 'Discrimination' Against Flour

WASHINGTON—The Flour Millers Export Assn. has asked that flour be allowed to enter Germany duty-free or, as an alternative, that any duty on flour be not more than 1.4 times the duty on wheat.

The proposal was made in a brief filed last week with the Committee on Reciprocity Information. The brief was filed in connection with trade agreement negotiations being carried on at Torquay, England, with a group of nations including the Federal Republic of Germany.

The latest brief is supplemental to other briefs for other countries submitted in May, 1950, and to a brief filed for Germany July 25, 1950. (The Northwestern Miller, Aug. 1, on page 12.)

The second brief on Germany was occasioned by the fact that, effective Sept. 1, the Republic of Germany revised its tariff schedule to provide for a duty on flour of 4 marks per 100 kilos and an equalization tax of 3%. (The Northwestern Miller, Aug. 8, page 9), while wheat is continued duty-free.

Recommendations

In the brief submitted last week, the FMEA "urgently" recommended:

"1. Flour must be allowed to enter Germany duty-free.

"2. The special equalization tax on imported flour must be eliminated. Flour must not be subjected to any internal tax which is not also collected on wheat."

(The association pointed out in a special note that "it will not solve the problem if substantial concessions which look large percentagewise are obtained at Torquay. Even if the present penalty were cut in half, it would still be nearly 30¢ sack. In the very narrow margin flour milling industry, where 2¢ or 3¢ sack is critical, 30¢ sack would still prohibit importations.")

"3. If the German government must have a tariff on flour, the duty on flour must be no more than 1.4 times the duty on the same quantity of wheat."

When the brief on Germany was filed in July, the German tariff schedule was proposed at 20% ad valorem on wheat and 35% ad valorem on flour, FMEA points out in the brief, which was prepared by its reciprocal trade agreements committee, headed by Atherton Bean of the International Milling Co.

"We are now advised that the German duty on flour has been changed to 4 West German marks per 100 kilos while wheat is allowed to enter duty-free effective Sept. 1, 1950," the brief continues. "Further there is a special 3% equalization tax collected on the import value of flour while no such tax is collected on wheat."

Total of 58¢

FMEA says the present duty of 4 marks per 100 kilos (220.4 lb.) is equal to about 1.82 marks, or about 44¢ sack. In addition, the 3% special equalization tax on the import value of flour amounts to about 14¢ sack, making a total "discrimination against flour in favor of wheat" of 58¢ a sack, the brief notes.

"It should be clearly understood that a 58¢ penalty per sack of flour is more than just a barrier to discourage importation of flour," FMEA states in the brief. "It is, in effect, a prohibition against imported flour. It is impossible for any U.S. flour mill or exporter to compete in a market that penalizes imported flour to the extent of 58¢ a sack; 58¢ sack is more than the total cost of milling and many times the size of the profit margin, if any, which a U.S. exporter might get out of a shipment of flour.

"We also point out that U.S. flour mills pay higher wages and have other costs which are higher than mills in Germany and other countries. Mills in foreign countries have an advantage due to lower cost of bulk transportation of wheat (to the extent the mills grind overseas wheat). We do not expect adjustments in tariff structure to compensate for these and other advantages held by mills outside the U.S. We are prepared to compete in spite of those disadvantages to U.S. mills. However, the protection of the duty of 44¢ sack of flour and the special equalization tax of 14¢ a sack of flour are additional advantages to the German mills over and above other natural advantages which they have always had. The duty and special equalization tax should be eliminated.

"So long as German mills have an advantage of 58¢ a sack of flour, they have a monopoly on the German market. They are guaranteed profits of many times that of U.S. mills. They can maintain excessively high prices for flour, even though they were to grind the same wheat as a U.S. mill."

John L. Parry

LEVER APPOINTMENT — Appointment of John L. Parry as sales manager of the bulk edible department of Lever Bros. Co. has been announced at company executive offices in New York. Mr. Parry will have charge of sales for Lever's shortening used by the baking trade. His headquarters will be in Lever's general offices, 80 Varick St., New York City.

LOWER NINE-MONTH NET REPORTED BY SUNSHINE

NEW YORK — Sunshine Biscuits, Inc., has reported net profit of $5,242,841 for the nine-month period ended Sept. 30, equal to $5.13 a share, compared with $5,680,935, or $5.56 a share, for the comparative period in 1949. For the six months ended June 30, net profit was $3,425,104, or $3.35 a share, compared with $3,660,389, or $3.58 a share, in the like period of 1949.

WISCONSIN ALLIEDS NAME NOMINATING COMMITTEE

MILWAUKEE—J. J. Welsh, Milwaukee Preserve & Flavor Co., has been appointed chairman of the Wisconsin Flour & Bakers Allied Trade Assn.'s nominating committee to bring in a slate of officers for 1951. Other committee members are Henry C. Schranck, H. C. Schranck Co., and Erv Janek, Red Star Yeast & Products Co.

The association went on record favoring the proposal of the National Association of Flour Distributors to designate Chicago as the group's permanent convention city. It was felt that this central location would tend to bring more flour men from all over

the country to the annual meetings.

Wholehearted cooperation with the Associated Retail Bakers of America in its membership drive was pledged by the association.

Because of his absence from Milwaukee as a result of his transfer to more responsible duties in the Chicago office, Richard Anderson, Procter & Gamble, association president, turned over the gavel to Jack Mikula, Milwaukee Gas Light Co., vice president, who will carry on for the balance of the year. Mr. Anderson will retain his membership in the association and his place on the board of governors until the end of 1950.

The association gave Mr. Anderson a rising vote of thanks for his interest and work in allied affairs.

BREAD RATIONING PLANNED FOR EIRE IN NOVEMBER

LONDON — Bread rationing, suspended in the Republic of Eire for more than a year, is to be reimposed effective Nov. 29. The ration will be at the old rate of 6 lb. a head a week.

The prevention of the current wastage of flour and bread is the reason quoted by the authorities for this step but observers suggest that the poor harvest from the home crop is a complementary factor necessitating the imposition of restrictions. Bad weather caused heavy losses and it is expected that the yield of flour will be considerably reduced.

X-RAY METHOD DEVELOPED IN INFESTATION STUDIES

MANHATTAN, KANSAS—A rapid and positive method of determining the degree of hidden infestation in wheat, with the use of an X-ray technique, has been developed by the department of milling industry, Kansas State College. The research work is being financed by the Millers National Federation.

Dr. Max Milner, a member of the department staff, said that the technique depends upon the use of X-ray tubes and film developed for use in industrial radiography. He said that the test is rapid and that the resulting X-ray pictures show the larval, pupal and adult stages of insect infestation within the wheat kernel.

A detailed report of the technique will be published in the near future in The Northwestern Miller.

Dr. Milner also announced development of a rapid staining technique for use in detecting grain infestation by rice and granary weevils. The stain is a solution of berberine sulphate. The stain causes the egg plug on an infested wheat kernel to appear as a brilliant yellow spot when the sample is placed under an ultraviolet light.

The staining solution is made up of 20 parts of berberine sulphate per million parts of water. The grain to be inspected is soaked in the solution for a minute before it is put under the ultraviolet light. The fluorescent test is recommended as an inexpensive and rapid test for detecting injury due to either rice or granary weevils.

A. A. LEDERER NAMED BY CLEVELAND FLOUR MEN

CLEVELAND—New officers of the Cleveland Flour Club are Arthur A. Lederer, president; Sol W. Newman, vice president; Curt Liebert, secretary, and Walter E. Pittsley, treasurer.

ECA Assets May Be Approved for Meeting Yugoslavian Food Needs

WASHINGTON — Contrary to earlier expectations, it is now felt that Economic Cooperation Administration assets will be drawn upon to meet in part the urgent Yugoslav food and feed requirements. The Yugoslav government has asked for aid amounting to more than 100 million dollars, and top policy officials of the U.S. State Department are now surveying sources and means to finance these relief requirements.

The Yugoslav aid will consist of wheat, corn, barley, dry edible beans, lard and sugar.

It is not indicated in what way the use of ECA funds can be justified, but it is possible that its funds could be used to export grains to nations adjacent to Yugoslavia which in turn could transfer the grain to the Yugoslav government. ECA officials agree that aid to Yugoslavia will probably meet with wrath from Congress when it reassembles, because of the admitted Communist nature of the present government; its past record of shooting down U.S. fliers and the imprisonment of the head of the Catholic church in that country. However, ECA officials say that it is not their decision but one of top level at the State Department.

Wheat Asked

The Yugoslav government has requested 400,000 tons of U.S. wheat in its relief requirements. USDA officials consider this quantity high in terms of money which may be available.

The probability is that Yugoslavia will obtain half this request and that soft red wheat will be worked into this program.

If financial means are found to aid Yugoslavia, it is expected the hangovers of soft red wheat will be cleaned up. Recently India obtained a substantial part of USDA soft wheat stocks on the East Coast.

The availability of the ECA funds plus the broadening of foreign grain and soybean buying for free dollars by ECA countries, plus the increasing sales to the U.S. by these nations, indicates that Congress probably granted ECA substantially more money than was actually needed by western Europe. In the ECA sphere the U.K., Germany and to a lesser degree France, have accumulated dollar supplies and have been buying their food and feed import requirements on a consequential scale. It was suggested in one quarter that the present ECA administrator, William Foster, might make a dramatic gesture by turning back to the Treasury the funds in excess of actual needs. However, this move is unlikely since the ECA money now may be one of the major sources for relief of Yugoslavia.

Government officials repeat that dry edible beans will be the basis for the major part of the food relief needs, but it now appears that more corn for animal feeding will be needed than at first indicated. Officials at the U.S. Department of Agriculture say that there is now pending a request for immediate shipment of five cargoes of corn for animal feeding even before final study of the over-all requirements is made. It is said that barley will be needed to feed draft animals in the interior timber areas of Yugoslavia.

Lard shipments are not expected to be a great consequence and may not exceed 25,000 tons.

It is agreed in most government circles that the need is real and urgent, but pending a study of the itemized request by the Yugoslav minister, government officials are withholding judgment on the dollar value of the aid—more than 100 million dollars—named by Yugoslav officials. Some officials here are inclined to believe that this total may be pared down by half.

HENRY C. KAYSER LEAVES DCA MINNEAPOLIS POST

MINNEAPOLIS—Henry C. Kayser, who has represented the Doughnut Corporation of America in the Northwest territory for more than 16 years, has resigned from the company effective Oct. 18.

Mr. Kayser well known to the bakery trade in Minnesota and the surrounding territory is a member of the Minnesota Allied Trades of the Baking Industry. He has made no decision as to his future plans.

INCREASE IN SALES, NET REPORTED BY ST. REGIS

NEW YORK—St. Regis Paper Co. has reported net sales for the nine months ended Sept. 30 at $109,200,097, compared with $94,285,662 in the like period of last year. Net income, after provision for federal taxes at the rate provided for in the 1950 tax bill, for the nine months period amounted to $7,003,924, against $3,284,394 for the corresponding nine-month period of 1949.

Directors of the company at a meeting Oct. 18 declared a regular quarterly dividend of 15¢ a share on the common stock, plus an extra dividend of 10¢, both payable Dec. 1 to stockholders of record Nov. 3. The regular quarterly dividend of $1.10 a share on the preferred stock was declared payable Jan. 1, 1951, to holders of record Dec. 1, 1950.

FAO Report Sees World Food Demand Outstripping Supply

WASHINGTON—Summarizing the world food outlook for the coming year, the Food and Agriculture Organization of the United Nations forecasts that demand for food and agricultural commodities will outstrip supply and adds ominously a price control warning in the following words: "Viewing the supply and demand situations together, it is clear that prices will continue to rise and a problem of distribution may reappear. Governments may have to take stocks from regular channels to prevent the withholding of stocks from regular channels and to assure the equitable distribution of foodstuffs to consumers at reasonable prices."

Commenting on the report of his organization, Norris E. Dodd, FAO director general, said in part, "It seems that the bitter fighting on the peninsula of Asia and world-wide increases in economically unproductive armaments will do more to improve certain aspects of international food distribution than all of the direct efforts made since 1946. This is not a flattering commentary on international statesmanship. But by all means let us take full advantage of this by-product of a troubled situation and hope that in the future we can do better in developing methods that will work in an atmosphere of internal good-will."

The highlight conclusions of the FAO report are these: (1) Widespread expansion of military armament will lift purchasing power. Thus demand for agricultural products will be stronger than had been anticipated; (2) higher import demands and military aid expenditures of the U.S. will lead to an appreciable increase in the dollars available throughout the world for purchases of foods including agricultural products from the U.S., Canada and other countries. Thus some of the currency impediments to international trade will be reduced; (3) the volume of international trade will rise and its general pattern should tend to improve; (4) it now appears that, at least during the next year or two, the requirements of both the producing and importing countries will be so substantial that the threat of unmarketable surpluses will fade, and (5) both buying power and supply however can be considered favorable only by comparison with earlier years.

"In all, world supplies per person in 1950-51 will be larger than in the year before but the gain will be slight," the report said. "Supplies of food and the ability to buy it are still far below the levels required to give all of the world's people nutritionally adequate diets."

Mr. Dodd cited already rising prices of wool and rubber which may be pushed higher with aggressive U.S. buying. Rice has been affected, and to a lesser degree cotton, coffee and cocoa.

"Within the next few months some other commodities may feel the pressure of stronger demand," he said. "Governments already are discussing with each other the possibilities of controlling the movement of certain scarce commodities through international action."

The FAO report is entitled "Basic Trends and Issues" and is available through the FAO headquarters here at Connecticut and Rhode Island Avenues.

40-WEEK NET REPORTED BY INTERSTATE BAKERIES

KANSAS CITY—Net profit of Interstate Bakeries Corp., Kansas City, after taxes for the 40 weeks ended Oct. 7 was $1,686,174 compared with $1,752,054 in the same period in 1949, according to a recent interim report.

Net sales for the first 40 weeks of 1950 were $42,690,907, against $42,708,652 in the corresponding period a year ago. The profit indicated was equal, after preferred dividends, to $4.61 a share of common stock. Last year's profit at this time was equal to $4.83 a common share outstanding.

WHEAT MARKET SLUMP AIDS VOLUME OF FLOUR BOOKINGS

Sales in Southwest Gain Sharply in Brief Period, Spring Mills' Volume Improves Only Slightly; Export Trade Slow

A slump in the wheat market last week brought about much improved flour sales in the Southwest and only a moderate pick-up in spring wheat volume. Activity in the Southwest, led by chain bakers, was concentrated in a 24-hour period at mid-week, while the heaviest spring business was transacted near the end of the period. Total sales in the Southwest were estimated at near a million sacks.

EXPORT DEMAND VERY LIMITED

Export business dwindled last week. Only a few token amounts of .5% ash flour were booked by Netherlands agents early last week, but few mills were able to reduce their prices in line with buyers' ideas. The possibility that some flour may be shipped from the U.S. for relief feeding in Korea was suggested, although the government has not announced any procurement plans. Jamaica plans to buy some 1% ash clears Oct. 27.

SOUTHWESTERN MILLS' BUSINESS CLIMBS

Sales in the Southwest averaged 131% of six-day capacity, compared with 27% the previous week and 30% a year ago. A short, intensified period of selling activity Oct. 18-19 which followed a slump in the wheat market enabled mills to complete 120-day bookings with several chain bakers. At the same time, a large number of small sales were transacted. Interest dwindled when the market advanced, and business again lapsed into dullness. The total quantity booked over the 24-hour period was more than a million sacks. Some family flour business was completed at mid-week, but it comprised only a minor part of the total volume. Shipping directions picked up, and production was larger than in any week since last July.

SPRING VOLUME UP ONLY SLIGHTLY

Sales by spring wheat mills averaged 58.3% of six-day capacity, compared with 47.3% the previous week and 30% a year ago. Interest was lacking during most of the period of declining wheat prices, but when a firmer tone developed toward the end of the week some scattered, small lots of flour were sold. Buyers, for the most part, centered their interest on hard winters, having made fairly heavy spring commitments in late September and early October. Forward bookings, however, are not as heavy as they were a year ago, and average an estimated 60 days. Family flour trade was slow. Directions on all types of flour continued to lag, and operations of mills were reduced in the Northwest to 67% of capacity.

CHAINS BUY IN EAST; OTHER SALES SLOW

Flour buying was limited in New York, except for purchases by two chain bakers. Jobbers and smaller bakers showed no interest, having taken substantial amounts a week earlier. One chain baker took sufficient hard winter flour to cover his needs into February, and another bought two weeks' supplies. Improved sales were noted at Buffalo, where one chain baker contracted for 120-day needs. Sales to the trade in the Buffalo area also picked up.

Flour business was dull most of the week at Boston, but toward the close of the period buying in other territories brought in more local inquiry. Most buyers, however, stuck to their waiting position although inventories are said to be low. A lack of buying interest was noted at Philadelphia, with most bakers and jobbers fairly well covered on nearby flour requirements. Although prices were easier, buyers in most instances did not consider them attractive enough to extend bookings. Sales in the Pittsburgh area were disappointing, although prices reached down near the levels quoted in July. Retail bakers still complain about slack sales, and directions are only fair. Family flour business also lagged.

TRADE IN PACIFIC N.W. SLIGHTLY BETTER

Demand at Seattle was reported steady, with domestic buyers booked fairly well ahead and a limited volume of export business being worked. Prices firmed up toward the end of the week following a slight recession. Operations have increased at Portland, with some buying reported following price reductions. Smaller buyers made bookings for nearby. Export sales improved only slightly, with only a few mills participating.

DEMAND IMPROVES IN CENTRAL STATES

Improved demand was noted at Chicago. Although individual sales were not large, there were a large number of transactions. Some buying was for 120-day delivery. Directions were hard to get on bakery flour, but family directions improved somewhat.

Sales were moderately good at St. Louis, but shipping directions fell off. Elsewhere in that area, lower prices attracted considerable interest from both the baking and jobbing trades. Sales of hard wheat flours were made over a scattered territory in the best volume for some time. Some buyers contracted for full 120-day needs.

HARD WINTERS BOUGHT IN SOUTH

Sales improved slightly in the South early in the week, where interest in 120-day shipment was noted. A few sales were made at New Orleans, although buyers' price ideas remained below mill quotations. Interest was centered on hard winters. Buyers were not anxious to book additional springs since prices remain slightly above those in previous contracts. Sales to the cookie and cracker trade were limited. Shipping directions fell off somewhat.

FLOUR PRODUCTION SHOWS DECREASE

Flour production of mills reporting to The Northwestern Miller was 11,373 sacks less in the week ending Oct. 21 than in the previous week. These mills, representing 74% of the total flour production in the U.S. made 3,148,167 sacks compared with 3,159,540 in the previous week and 3,496,903 in the corresponding week of a year ago. Two years ago the figure was 3,923,107 and three years ago 4,045,821 sacks. There was an increase of 103,000 sacks in the Southwest while all other sections showed decreases: Northwest, 58,000 sacks; Buffalo, 13,000; Central and Southeast, 37,000 and North Pacific Coast, 6,000.

GENERAL MILLS PAYS $.84375

MINNEAPOLIS—The board of directors of General Mills, Inc., Oct. 23 declared a quarterly dividend of $.84375 a share on General Mills 3⅜% cumulative convertible preferred stock payable Dec. 1, 1950, to stockholders of record Nov. 10, 1950. This is the 21st consecutive quarterly dividend on this General Mills stock.

DEMAND FOR MILLFEED SLOW; PRICES DECLINE

Only Bran Holds Steady; Reduced Mill Operations Help Prevent Further Slide

Millfeed trading is quiet, with demand from mixers limited by slack business in formula feeds. Because of reduced flour mill operations in the Northwest, pressure of offerings was not heavy and prices lost only $1@1.50 ton. Bran was an exception and held steady at the previous week's levels.

Demand for formula feed remained quiet in the Northwest, with unseasonably warm weather and the expectation of lower prices among dealers the chief causes of the slow trade.

> **The index of wholesale feedstuffs prices for the country as a whole, compiled by the Production and Marketing Administration stood at 208.3 as of Oct. 18, down 5 points for the week. The feed grain index was 206, down 2 points from the previous week.**

Temperatures in the high 70's and 80's kept pastures in good shape for grazing and delayed further the housing of poultry by some feeders. A turn in the weather or in price trends apparently is needed to stimulate more interest in feed buying.

Turkey feed sales continue to dwindle for most manufacturers as birds go to market. However, there is some discontent with declining prices received for birds and some feeders are holding back in hope of improvement.

Poultry feed business slacked off, and hog concentrates moved a little better in some areas, although the over-all volume was below normal. Dairy feed sales were spotty, with some concerns reporting a pick-up in orders and others noting a sharp reduction.

Improvement in formula feed demand in the Southwest was forestalled again this week by unseasonably warm weather.

Another major factor which tended to account for disinterest in purchasing feed was the huge fall feed grain crops which were being harvested. Easier tendencies in feed grain markets led dealers and other feed buyers to believe that lower prices are in prospect, and they were trying to keep formula feed inventories at a minimum level.

Most feed manufacturers in the area were complaining of the unusually slow sales. Even the larger plants were finding it difficult to sell feed, and many were unable to fill a day's run until that day was actually upon them. At the same time there continued to be exceptions to the rule, these cases being mills which have heavy cattle feed orders on the books.

Millfeed production by mills in the Northwest, the Southwest and at Buffalo, representing 75% of the combined flour milling capacities of those areas amounted to 47,828 tons last week, according to figures compiled by The Northwestern Miller. Production for the current week compares with an output of 46,042 tons in the week previous and 54,669 tons in the corresponding week of a year ago. Crop year production to date totals 786,727 tons as compared with 830,767 tons in the corresponding period a year ago.

Semolina, Granular Sales Continue to Lag; Shipping Orders Also Slow

Both sales and shipping directions on semolina and durum granulars lagged last week. Buyers showed little interest in extending their bookings, and sales were small and scattered. The reduction in shipping orders resulted in a substantial decline in production from the previous week.

Trade reports from the East indicate that the Macaroni Week promotion stimulated sales of macaroni and noodles to a certain extent. However, this improvement at the retail level has not yet been reflected in orders to manufacturers and mills.

Most of the durum crop is now harvested, except for extremely late fields near the Canadian border. Receipts at Minneapolis continue to reflect the lower average quality of this year's wheat, with the average protein content of receipts last week 11.2%. Premiums held unchanged at 22¢ over December, although total receipts picked up. Standard semolina was quoted Oct. 23 at $5.85@6.05 sack, bulk, Minneapolis.

Operations of mills declined to 78% of capacity last week, compared with 87% the previous week and 84% a year ago.

Durum wheat prices delivered at Minneapolis Oct. 21, were as follows:

[illegible]

DURUM PRODUCTS OUTPUT

Durum products output as reported to The Northwestern Miller by mills representing approximately 100% of the total U.S. durum capacity, in sacks with comparisons; percentage of capacity based on six-day week:

	No. mills	5-day wk. capacity	Wkly. production	% of capacity
Oct. 15-21	9	[illegible]	[illegible]	74
Previous week	11	[illegible]	*[illegible]	87
Year ago	11	[illegible]	[illegible]	84
				Crop year production
[illegible]				[illegible]
[illegible]				[illegible]

*Revised.

Detailed reports of sales activity in the principal flour markets in the U.S. will be found on page 33.

Wheat Futures Markets Follow Erratic Course

Recoveries From Low Spots Followed by New Weakness; Flour Sales, End of Liquidation Boost Values

Wheat futures markets are somewhat erratic. Although quotations climbed from the extreme lows of the previous week, when prices dropped to the lowest point since before the Korean war, markets failed to hold the gains and turned easier again Oct. 23. Among the factors which bolstered prices last week were greater interest from exporters, improved flour sales which resulted in hedge buying and conclusion of heavy long liquidation which had started when war news became favorable. Markets also reflected the opinion that farm selling of wheat may be expected to diminish because of existing discounts from the loan levels. Also, wheat markets have to a certain extent followed the erratic trend of the soybean market.

Compared with a week earlier, futures Oct. 23 were as much as 4¢ higher, with most gains in the range of 3¼@3⅝¢. Because of renewed easiness early this week, all the losses of the previous week were not regained.

Closing prices for wheat futures at leading markets Oct. 23 were: Chicago—December $2.23⅝@2.23⅝, March $2.27⅛, May $2.27⅝, July $2.14⅝; Minneapolis—December $2.20½, May $2.25¼; Kansas City—December $2.17⅝@2.18, March $2.20½, May $2.20½, July $2.09¾; North Pacific Coast — December $2.13, March $2.16½, May $2.16¼.

Larger Exports Needed

Most market observers believe that the rate of wheat exports will have to be stepped up considerably the remainder of the crop year if firm prices are to be maintained. Demand thus far has been lagging, although there were some indications movement would pick up. Italy was expected to be in the market, and Mexico last week purchased 1,167,000 bu. hard wheat. Yugoslavia has asked for $105 million from the U.S. for food supplies.

However, it is expected that bread grains will move to the Pacific area in larger volume, mainly for relief feeding purposes in Korea. Gen. Douglas MacArthur stated that Korea will need 610,000 tons, the greater portion of the amount expected to be flour and wheat.

From the West Coast it is reported that the Commodity Credit Corp. will ship about 3 million bushels to Pacific destinations during October, and it is expected shipments will continue at that rate in the next few months. Germany was granted funds for wheat procurement from CCC stocks.

Charles F. Brannan, secretary of agriculture, last week predicted that food prices woulld advance in the next few months, a direct contradiction of forecasts made by Bureau of Agricultural Economics. He said that large production this year rules out the necessity of food controls at this time.

Meanwhile, reports from the Southwest and central states indicate that plantings for the 1951 winter crop would exceed acreage allotments.

Premiums Reduced

At spring wheat markets receipts were of good volume, with close to 3,000 cars each received at Minneapolis and Duluth. Demand, though fairly good, became more selective because of the shortage of elevator space. This made for a further downward adjustment on premiums in the 13% protein and higher lots, the greatest loss again taking place in the 15% protein bracket. At the close ordinary protein No. 1 dark northern spring was quoted at 5@3¢ under Minneapolis December. Twelve percent protein was quoted at 4@3¢ under, 13% protein 3@6¢ over, 14% protein 10@16¢ over, 15% protein 23@28¢ over and 16% protein 43@48¢ over December. Average protein content of the hard red spring wheat tested at Minneapolis during the week was 13.01% and the durum 11.20%.

Durum premiums held about unchanged throughout the week. High moisture grain was sharply discounted early in the week, but later in the period if showing good color and heavy test weight, even lots showing 15% moisture sold at a somewhat better basis within the range. No. 1 and 2 hard amber durum, fancy milling quality, was quoted at 21@22¢ over the Minneapolis December price.

The following table shows the approximate range of cash spring wheat values at Minneapolis Oct. 21:

For Dry Sound Wheat

1 DNS or NS 58 lb.	$2.17⅝@2.19⅝
11.00% Protein	2.18⅝@2.21⅝
12.00% Protein	2.20⅝@2.23⅝
13.00% Protein	2.21⅝@2.28⅝
14.00% Protein	2.42⅝@2.58⅝
16.00% Protein	2.61⅝@2.73⅝

1¢ Premium for Heavy

Grade Discounts

Test weight—1¢ each lb. to 58 lb.
Damage—1¢ each 1 to 5%.
Moisture—1¢ for 13½%, 1¢ additional to 14½%, then 2¢ each ½% higher.

Cash Market Improves

Cash wheat values at Kansas City embarked on a slow recovery from the low point of the year attained early last week. Forward progress was sustained until a new and less violent reaction came on Oct. 23, and values were contained well under the government loan rate. Spurring the market higher on the final days of last week was a heavier flour business in the area and several large export sales of wheat. The basic December future advanced daily from the low of $2.13⅝ Oct. 18 to close at $2.19⅛ Oct. 21. On Oct. 23, however, it dipped to a close of $2.17⅝. Meanwhile, gains of ½@1¢ were scored on the premium scale for cash wheat, and the basis held Oct. 23 in spite of declines in the futures. The range for ordinary No. 1 dark and hard winter wheat held at 3¢ under to a basis equal to the future; 12% protein was 3¢ under to 1¢ over and 13% protein was ½¢ under to 4¢ over. Milling operations were improved in the area, but the demand for cash wheat from the milling trade never advanced beyond a fair to good classification.

The following table shows the approximate range of cash wheat prices at Kansas City, Oct. 21, protein content considered:

No. 1 Dark and Hard	$2.15¾@2.33¾
No. 2 Dark and Hard	2.12¾@2.32¾
No. 3 Dark and Hard	2.10¾@2.31¾
No. 4 Dark and Hard	2.05¾@2.29¾
No. 1 Red	2.18¾@2.23¾
No. 2 Red	2.16¾@2.22¾
No. 3 Red	2.11¾@2.21¾
No. 4 Red	2.04¾@2.18¾

At Ft. Worth, ordinary No. 1 hard winter wheat was reported selling Oct. 23 at $2.41⅝@2.42⅝, delivered Texas common points, with no premiums for higher protein. Demand is poor and offerings are plentiful at these levels.

Confirmation of sale of five full cargoes of wheat to India and one full cargo to Peru last week bolstered the wheat market for a time, but at the end of the week interest again lagged. Private exporters sold three of the Indian cargoes out of their own stocks, while the Commodity Credit Corp. sold two cargoes. The Peruvian cargo was white wheat, while the Indian cargoes were hard red winters. Exporters say the Indian business is through and they have not had any further inquiries. Consequently, interest in export varieties is extremely limited, and white wheats could be bought for $2.13 bu., track, Portland, at the close of the week. CCC wheat is priced at $2.19¾ for soft white and $2.22¾ for hard red winters. Mills are reported well stocked and not interested in further purchases.

CURRENT FLOUR PRODUCTION

★ ★ ★ ★ ★

A Statistical Service Provided Continuously for Readers of The Northwestern Miller for More Than Half a Century

WEEKLY FLOUR PRODUCTION, IN SACKS (Cwt.)

Flour production in principal manufacturing areas by mills reporting currently to The Northwestern Miller, with relationships of production to capacity and to the total estimated output of all mills in the U.S. expressed in percentages:

	Oct. 15-21, 1950	*Previous week	Oct. 16-22, 1949	Oct. 17-23, 1948	Oct. 19-25, 1947
Northwest	666,046	756,281	776,026	778,126	963,680
Southwest	1,209,890	1,256,639	1,213,717	1,422,008	1,629,954
Buffalo	504,637	509,880	582,924	620,064	599,152
Central and Southeast	481,558	536,197	540,227	609,455	506,888
North Pacific Coast	269,843	287,112	251,492	303,246	347,866
Totals	3,112,167	3,318,110	3,364,941	3,633,037	4,048,021
Percentage of total U.S. output	74	74	72	78	67

*Revised.

	Percentage of capacity operated in 5-day week: Oct. 15-21, 1950	Previous week	Oct. 16-22, 1949	Oct. 17-23, 1948	Oct. 19-25, 1947	Crop year flour production July 1 to: Oct. 21, 1950	Oct. 22, 1949
Northwest	67	73	72	75	91	11,963,749	11,713,328
Southwest	84	74	81	100	99	25,515,751	26,244,858
Buffalo	71	73	89	101	94	7,363,528	8,678,888
Central and S.E.	63	64	74	77	74	4,903,484	4,535,443
No. Pacific Coast	72	71	64	74	101	4,786,211	4,495,638
Totals	77	73	81	89	87	52,644,841	55,842,174

SOUTHWEST

Kansas City

	5-day week capacity	Flour output	% activity
Oct. 15-21	494,730	316,671	82
Previous week	498,720	385,218	77
Year ago	475,720	373,111	78
Two years ago	468,720	385,640	80
Five-year average			84
Ten-year average			81

Wichita

	5-day week capacity	Flour output	% activity
Oct. 15-21	118,800	77,479	65
Previous week	118,800	88,028	57
Year ago	118,800	96,811	81
Two years ago	118,800	119,168	100
Five-year average			81
Ten-year average			81

Salina

	5-day week capacity	Flour output	% activity
Oct. 15-21	100,500	83,292	83
Previous week	100,500	85,735	86
Year ago	100,500	84,114	85
Two years ago	100,500	91,021	91
Five-year average			88
Ten-year average			85

Representative Mills Outside of Kansas City, Wichita and Salina

	5-day week capacity	Flour output	% activity
Oct. 15-21	1,044,100	787,218	76
Previous week	1,052,100	745,932	74
Year ago	1,001,100	812,150	81
Two years ago	1,001,100	1,011,888	101
Five-year average			84
Ten-year average			81

CENTRAL AND SOUTHEASTERN

Mills in Illinois, Ohio, Michigan, Indiana, Kentucky, North Carolina, Tennessee, Virginia, Georgia and eastern Missouri:

	5-day week capacity	Flour output	% activity
Oct. 15-21	766,111	481,558	63
Previous week	766,111	536,197	68
Year ago	766,611	540,227	74
Two years ago	760,814	609,455	77
Five-year average			71
Ten-year average			84

NORTHWEST

Minneapolis

	5-day week capacity	Flour output	% activity
Oct. 15-21	228,360	160,684	71
Previous week	228,360	*172,179	65
Year ago	241,200	208,600	81
Two years ago	274,500	213,267	71
Five-year average			81
Ten-year average			74

*Revised.

Principal interior mills in Minnesota, including Duluth, St. Paul, North Dakota, Montana and Iowa:

	5-day week capacity	Flour output	% activity
Oct. 15-21	558,400	377,811	59
Previous week	558,400	*455,132	68
Year ago	661,450	468,926	71
Two years ago	665,100	589,842	88
Five-year average			73
Ten-year average			69

*Revised.

BUFFALO

	5-day week capacity	Flour output	% activity
Oct. 15-21	510,000	384,637	71
Previous week	510,000	*369,880	73
Year ago	495,650	582,924	89
Two years ago	612,000	620,064	101
Five-year average			87
Ten-year average			85

*Revised.

PACIFIC COAST

Principal mills on the North Pacific Coast:

Seattle, Tacoma and Interior Washington Mills

	5-day week capacity	Flour output	% activity
Oct. 15-21	143,000	113,892	78
Previous week	143,000	*165,171	78
Year ago	141,000	118,328	58
Two years ago	143,000	199,731	88
Five-year average			77
Ten-year average			73

*Revised.

Portland and Interior Oregon Mills

	5-day week capacity	Flour output	% activity
Oct. 15-21	133,400	86,728	66
Previous week	146,400	121,642	74
Year ago	139,000	74,643	53
Two years ago	136,000	83,898	61
Five-year average			78
Ten-year average			73

MILLFEED OUTPUT

Production of millfeeds, in tons, for the current and prior two weeks, together with season total of (1) principal mills in Nebraska, Kansas and Oklahoma and the cities of Kansas City and St. Joseph; (2) principal mills of Minnesota, Iowa, North and South Dakota and Montana, including Minneapolis, St. Paul and Duluth-Superior; (3) mills of Buffalo, N.Y. Production computed on the basis of 72% flour extraction:

	Southwest*: Weekly production	Crop year to date	Northwest*: Weekly production	Crop year to date	Buffalo†: Weekly production	Crop year to date	Combined**: Weekly production	Crop yr. to date
Oct. 15-21	24,337	411,553	11,655	155,054	9,258	143,118	47,928	744,123
Previous week	24,471		13,843		17,847		[illegible]	
Two weeks ago	24,133		12,479		8,454		48,037	
1949	25,903	515,435	12,806	238,119	11,287	172,898	54,469	624,787
1948	32,427	516,133	15,309	238,241	11,512	182,158	59,419	934,929
1947	34,890	523,614	18,208	208,925	11,784	165,131	61,888	896,740
1946††	27,891	413,741	18,741	134,789	18,424	142,811	54,038	795,233
Five-yr. average	28,953	455,547	16,278	159,967	11,135	161,111	56,473	815,683

*Principal mills. **75% of total capacity. †All mills. ††80% extraction basis effective March 1 to Sept. 1, 1946 (33 lb. millfeed accepted as yield of 100 lb. flour). ‡Revised.

Loss of Pacific Mills' Markets Blamed on Artificial Barriers

EDITOR'S NOTE: From full-time operations four years ago, mills in the Pacific Northwest have been forced to cut back their production to slightly over 50% of capacity. The reasons for this decline in business recently were reviewed for members of the Association of Operative Millers, District No. 9, in a meeting at Seattle by John L. Locke, president of Fisher Flouring Mills Co., Seattle. Loss of historic domestic and export markets has come about almost entirely because of man-made rules, Mr. Locke pointed out—rules which will have to be corrected sooner or later. His comments are printed here.

Four years ago the Pacific Northwest milling industry was operating full capacity—six and seven days a week. Although faced with quotas and licenses, we were strenuously rebuilding foreign markets either closed to us or severely restricted during the war. Although we did not expect to maintain production at the rate of over 300 million sacks a year, as compared to a prewar normal of 200-odd million, the Pacific Northwest mills looked forward with optimism to supplying the flour requirements of the increased population that was flocking to the Pacific Coast. Let us see what happened.

As typical of one of the Pacific Northwest states, Washington at that time was sixth largest flour producing state in the U.S. Today it is the eighth. Not because other states have increased their production or their capacities, but because our production has shrunk.

Four years ago I told you of the activity of the North Pacific Millers to reopen the Philippine market which we had historically served. We shipped to the Philippines the first private trade flour after the war, taking certain chances in order to reestablish the brands that each of the mills had been shipping into that important market.

By the end of 1948 the per capita consumption of flour in the Philippines had increased approximately 400% over prewar. The people during the occupation had learned the advantage of good bread. Bread and rolls had taken their place as a supplement to the normal rice and corn diet. At that time the mills in the U.S., which mean the Pacific Coast mills, enjoyed 87% of the flour business in the Philippines.

Fail to Join Pact

Then came the International Wheat Agreement, which provided a ceiling price of \$1.80 bu. for wheat or flour shipped to members. The Philippine government, largely through misunderstanding of the terms of the agreement, did not become a party to it and therefore was not eligible to receive the \$1.80 base price. Our domestic price at that time was some place in the neighborhood of \$2.30 bu. Therefore, all U.S. flour shipped to the Philippines was based upon the domestic price for our wheat.

Canada, on the other hand, had three prices for their wheat—a domestic price comparable to ours, the International Wheat Agreement of \$1.80 bu., and a third price which has been called the "free world market price," and which fluctuated between the International Wheat Agreement price and the domestic price. This at times made it possible for Canadian flour to go into the Philippines at as much as \$1 a sack of 100 lb. less than comparable flour from the U.S. This hard wheat flour became popular and although the IWA, which the Philippines have now ratified, is supposed to equalize our prices, U.S. mills are fortunate to receive 50% of the flour business of the Philippines, the balance going to Canada—50% as compared to 87%.

The U.S. share of the market is as follows in—

	Venezuela %	Panama %	Haiti %	Ecuador %
1948	[illegible]	[illegible]	[illegible]	[illegible]
1949	[illegible]	[illegible]	[illegible]	[illegible]
1950 (7 mos.)	[illegible]	[illegible]	[illegible]	[illegible]

You will note that I have said the IWA was "supposed to equalize" these prices. Only at rare intervals has that actually been the case. Today Canadian flour is moving into the Philippines market at prices 20 to 30¢ sack cheaper than our flours in spite of a tariff preference which we enjoy.

The substantial movement of flour to Japan has dried up because of the policy of shipping wheat to Japanese mills instead of flour from the Pacific Northwest mills. That wheat is ground into long extraction flour which makes a gray, heavy, unpalatable bread which is particularly unfortunate with people who react so strongly to the appearance of the food they eat and which compares unfavorably with the delicious white rice they cook.

Consumption Increases

In spite of that, here again the consumption of flour has increased substantially. Army records indicate that the per capita consumption has gone up almost seven times prewar. The studies I made indicate this to be high, although the consumption has gone up at least three times prewar.

How about our domestic markets? We have seen the increase in population on the Pacific Coast that we anticipated. That should offset at least some of the loss of our export markets. Although shipments of flour into the various markets have not been officially compiled, we do have wheat movements. We know, of course, where wheat will move, flour will move, and that where we cannot move wheat into a consuming market, flour is at a disadvantage.

In 1946-47, 11,631,000 bu. wheat were shipped from the Pacific Northwest domestically. Taking the two major markets, 6,843,000 bu. went to the Midwest and 2,683,000 bu. went to California. These shipments declined gradually until 1948-49, when the total shipments were 2,611,000 bu. compared with 11,631,000 in 1946-47. We shipped to the Midwest 984,000 bu. as compared to 6,843,000 and to California 977,000 bu. as compared to 2,683,000.

Held Prices Up

During that same period, we saw Kansas flour moving into California markets in substantial volume, something over 300,000 sacks a month. We saw wheat moving through Commodity Credit Corp. to Japan. The heavy purchase of wheat by CCC to furnish the needs of Japan—and you will remember that this moved in the form of wheat, not flour—these heavy purchases had the effect of maintaining the price for Pacific Northwest wheat at or about the loan value or support price. At times during that period wheat in Kansas and in other areas shrank to as much as 30¢ per bushel below support prices.

And so, what happened to this growing domestic market that we hoped would compensate for the loss of our exports—Army and Navy, Japan, China, etc.? This growing demand, by and large, went to other areas. The result has been that during this winter there were times when the mills of the Pacific Northwest operated at 30-40% of capacity. Many of our mills have been closed down. The average for the year has not been over 55-60% of capacity, in my estimation.

Unfortunately, these problems are not directly in your control or mine. They are based upon policies of government—state, commerce and agriculture—which have operated to the serious disadvantage of the Pacific Northwest mills. I can assure you that these unfavorable conditions have been pointed out to our government forcefully, factually and repeatedly. In reply to our representations we have been told that the Pacific Northwest used to be on the main highway but "we have changed that highway." We insist that the Pacific Northwest is still on the main highway and that if the government will remove the barriers which have been placed across that highway, we will again recover the markets that we historically served.

Support Not Uniform

We have other problems of a basic nature. The support price for wheat as established by the U.S. Department of Agriculture and Production and Marketing Administration is not uniform. In South Idaho the support price of wheat is 15¢ bu. lower than an adjoining county across the small Lemhi River, and lower than the North Idaho, Washington and Oregon wheat tributary to the Pacific Northwest mills. That means that this low-priced wheat is available to California, Utah and Idaho mills for shipment into the California markets at prices with which we cannot compete. As a result, Utah mills operated at 98.1% capacity during 1949-50, and California mills at 80.4%. This is a price relationship never experienced until support prices controlled the market price in these areas.

Why am I talking about these things if they are beyond your control and mine? Because they are basic problems that will affect the prosperity of the milling industry of the Pacific Northwest. Because they will not be corrected until a sufficient number of people—consumer, grower, miller and labor—know the problem and exert their influence on the Bureaus at Washington and on our elected representatives to have them corrected.

Surplus Increasing

Even with this support, there was little incentive to make adjustments in the Pacific Northwest as long as our surplus wheat was moving to Japan in sufficient volume to prevent any burdensome carryover. That is not the case today. With the substantial reduction in the Japan movement, we can see the surplus increasing year by year. We have seen more wheat piled on the ground this season than has been the case probably in the history of the Pacific Northwest. When this condition becomes the burden that it will upon CCC and PMA, they will recognize the problems that have been presented to them for the last four years. We hope they will follow the recommendations we have made to correct them.

We do not want any special advantage over any other area. We merely want to be made competitive in all markets historically served by the Pacific Northwest mills, whether that be in the Philippines where we compete with Canada and Australia; whether that be in Central and South America, or whether it be the competition for our domestic markets with mills in other areas.

You are vitally interested in the operation of your mills, and when these artificial barriers are removed, I think I can promise a steady, growing market with mills operating at a reasonable and fair capacity.

Think what it means to have a market in the Philippines four times as great as prewar! Think what it means to have educated the Japanese to supplement their rice diet with bread! We may yet see a movement of supplemental food into Korea. Think of the increase in population on the Pacific Coast. At 134 lb. per capita per year, 4.5 million new people will consume 6,253,455 additional sacks of flour.

Wheats tributary to the Pacific Northwest make it possible to supply flour for the needs of any market, from the softest of cake and pastry flours up through cracker flours to the strong bread flours. We make flours of types and varieties to fit the needs of any consumer or any country. We have good plants. We have less over-all capacity on the Pacific Coast than we did prewar.

You have within your association trained technicians whose ability is recognized all over the country and so, if we have the wheat, the people and the plants, we will supply those historic markets as soon as we can free ourselves from the shackles that bind our hands. These man-made rules and regulations will have to be corrected sooner or later to adjust themselves to the basic facts of life.

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BEMIS CALENDAR OUT

ST. LOUIS—The Bemis Bro. Bag Co. is distributing its 1950-51 calendar, according to a recent company announcement. Each of the illustrations shows how Bemis products are used in the home, in industry and on the farm. The calendar has been designed for the businessman, the company points out, with large numerals and with preceding and following months shown on the same large sheet as the current month.

Pennsylvania Millers and Feed Dealers Hear Industry Leaders

By GEORGE W. POTTS
Editorial Staff of
The Northwestern Miller

LANCASTER, PA.—The largest convention attendance in the history of the oldest milling association in the U.S. was recorded by the Pennsylvania Millers and Feed Dealers Assn. when approximately 400 persons turned out for the organization's 72nd annual convention at the Brunswick Hotel here Oct. 6-7.

The meeting, under the sponsorship of the association and the School of Agriculture of Pennsylvania State College, offered a well balanced program featuring national figures in the feed and milling industries and faculty members of Pennsylvania State College and other agriculture schools. They presented timely information on industry conditions and current research in the field of nutrition.

Regarding the overall feed picture, Walter C. Berger, president of the American Feed Manufacturers Assn., Chicago, indicated present supplies are "abundant," but he cautioned that sudden, unexpected demands "could throw us completely off balance."

The AFMA president noted a poor cottonseed supply but a good soybean crop and ample amounts of peanuts and linseed oil meal. In analyzing the total feed prospect he saw only two products outside of cottonseed in shorter supply now than at the same time last year. Molasses is short and requirements for synthetic rubber may be another factor as the nation builds stockpiles for the emergency, he said. Phosphorus is also short, he added, but the situation may be quite temporary and look much brighter by January, 1951. He foresaw slightly more vegetable protein and animal and marine protein than last year.

Controls Not Needed

Mr. Berger saw no reason why we should be "confronted with a problem of price control, rationing and allocations this year. Because of exceptionally high rate of production, there is no reason why we should have controls, rationing or allocations on any livestock or poultry end products," he declared.

In this connection, Herman Fakler, vice president and Washington representative of the Millers National Federation, advised the Pennsylvania representatives of the industry that the Department of Agriculture sees no immediate need of controls over foods in general or grains and products from grains.

He reiterated Mr. Berger's analysis of the grain supply situation, saw no immediate problems in Washington and voiced doubt of any positive action on current problems prior to the general election. Mr. Fakler commented that the defense transport agency had discussed a minimum carloading order but that no conclusions had been drawn or immediate action contemplated.

An interesting sidelight of this address dealt with differences between

The Standard Since 1870
LARROWE'S
KILN DRIED
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FLOUR
• LIGHT • MEDIUM • DARK
LARROWE MILLS, INC.
COHOCTON, N. Y.

The Standard Others Strive to Reach
WHITE SWAN
FLOUR
SPRINGFIELD MILLING CORPORATION
MINNEAPOLIS • MINNESOTA

WE ARE LARGE BUYERS
of PURIFIED MIDDLINGS
and PURIFIED WHEAT GERM
We will be glad to get your quotations.
The Cream of Wheat Corporation
Minneapolis, Minnesota

WHITE WHEAT
Low Protein Cake
and Cookie Flours
AMENDT MILLING CO.
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Soft Cake Flour
For Biscuit Manufacturers
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BIG BOY
Three Superior Bakery Flours
Precision Milled
for Precision Baking
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KING MIDAS FLOUR
Pv
KING MIDAS FLOUR MILLS
Minneapolis, U. S. A.

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GRAIN CO.
KANSAS CITY - - MISSOURI

Be Proud of Your Job,
as We Are of Ours, for
"Bread is the Staff of Life"

GIBRALTAR Flour
KANSAS BEST Flour
The Consolidated Flour Mills Co.
"In the Heart of Kansas"
Wichita, Kansas

Percy Kent says...
"Confidence of one's customers is earned, not purchased."
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R. K. PEEK President
PERCY KENT BAG COMPANY, INC.
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"BLODGETT'S"
RYE
All Grades—From Darkest Dark to the Whitest White
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Exceptional Bakery Flours
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THE ABILENE FLOUR MILLS CO.
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Capacity 3,000 Cwts. Daily Grain Storage 1,000,000 Bus.

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FOR GIVING THE BAKER WHAT HE WANTS — A FLOUR WHICH CONSISTENTLY MEETS HIGHEST, MOST RIGID BAKING STANDARDS.

The
WILLIAM KELLY
MILLING COMPANY
HUTCHINSON, KANSAS

Capacity, 5,000 Sacks Daily
Grain Storage, 1,000,000 Bus.

For Over Fifty Years...
KING'S GOLD
KING'S BEST
GOLD MINE
EXCELSIOR
...Made in Minnesota

Minnesota Best Flour in the World.

H. H. King Flour Mills Company
MINNEAPOLIS, MINNESOTA

Food and Drug Administration representatives and mill technicians on foreign matter count. He indicated that the "widest area of difference lay in identity of material after isolation." Mr. Fakler said that a recent test in Minneapolis showed that differences were probably due to lack of uniform equipment in laboratories.

The abundant feed supply in prospect was cited by Ray D. Bowen, executive vice president of the Feed and Grain Dealers National Assn., in an address on the impact of war mobilization on the feed and grain business. This speaker described the supply as "terrific in relation to units to be fed" and close to the highest rate of supply on record.

In a spirited address, this speaker cautioned the millers and feed dealers to fight controls which "sponsor black markets and business dishonesty." He declared that any who favor a new version of OPA are "a new breed and an inferior breed."

The portion of the educational program presented by staff representatives of Pennsylvania State College and other schools of agriculture, covered the APF factor, minerals in feeds, protein and dairy rations, mastitis and rodent and insect control.

Antibiotics Discussed

Leading off the afternoon session of the first day of the convention, Dr. R. M. Bethke of the Ohio Agricultural Experiment Station discussed APF and antibiotics before a large audience. He indicated that, although research is still in progress, it appears definite that there is no harm in feeding antibiotics and if a good feed is used and additional antibiotics added, a growth increase of 5-15% is noted in chicks, with turkeys and swine slightly higher. In swine, antibiotics give a growth response above vitamin B_{12}, he stated.

Dr. Bethke cautioned the feedmen that "because a little might be good, don't overdo it." He advised them to follow manufacturers' instructions. He said that research is still incomplete in this connection and recommended some animal and fish products in poultry and swine feeds rather than depending too much on the APF factor.

Later in the program this speaker covered "Trace Minerals in Livestock Feeding," noting the role of essential minerals, symptoms of deficiency and recommended corrections. The address covered iodine, iron and copper, cobalt, manganese, zinc, aluminum, fluorine and lesser minerals.

In a comprehensive approach to the mastitis problem, Dr. W. E. Petersen of the University of Minnesota outlined recent research on the problem and concluded with the observation that good common sense in dairy husbandry and good sanitation are essential to lower the incidence of mastitis. He viewed preventive action as the only effective approach.

Poultry, Dairy Rations

Antibiotics and vitamin B_{12} again entered the picture in a discussion of the formulation of poultry rations presented by Dr. R. V. Boucher of Pennsylvania State College. He noted the importance of B_{12} in breeder mashes for good growth and stated that an absence caused poorer growth and increased mortality rate. He further noted an increase in growth with antibiotics which he termed "not striking but definite." He saw little difference in the antibiotics used.

This talk was followed by a comprehensive outline of work in connection with dairy rations by Dr.

"Hunter's CREAM"
The Oldest Flour Brand in Kansas
that for more than seventy years has stood at the very top of the fine quality list.
The Hunter Milling Co.
Wellington, Kansas

The J. C. Lysle Milling Co.
MILLERS OF
HARD AND SOFT WHEAT
FLOUR
SINCE 1874
Leavenworth, Kansas

The Rodney Milling Co.
15,000 Cwts. Capacity
Grain Storage 7,350,000 Bus.
KANSAS CITY, MISSOURI
"Heart of America"
FLOUR
CHICAGO OFFICE
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BOSTON OFFICE:
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Miner - Hillard Milling Co.
WILKES-BARRE, PA.
Manufacturers of
CORN FLOUR - CORN MEAL
CORN SPECIALTIES

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Biscuit and Pastry Flour
ENNS MILLING CO., Inman, Kan.
Southern Regional Office
511-14 Exchange Bldg., Memphis, Tenn.

The Williams Bros. Co.
Merchant Millers KENT, OHIO, U. S. A.
Specialists Ohio Winter Wheat Flour
All our wheat is grown on "Winters Reserve" and bought from the growers at elevators we own and operate.

Drinkwater
BAKERY FLOUR
MORTEN MILLING CO.
Dallas, Texas

HIGH GLUTEN FLOURS
For Bakers
The Morrison Milling Co.
Denton, Texas
Emphatically Independent

GLOBE BAKERS FLOUR
Globe Cereal Mills
El Paso, Texas

C. B. Knodt of Pennsylvania State College. Dr. Knodt distributed and discussed formula pamphlets and, in conclusion, advised the feed men that "the formulation and production of better feeds for better feeding for greater dairy production should be the goal of the feed industry."

Another representative of the staff of Pennsylvania State College, Prof. J. O. Pepper, completed the session with an outline of the work of the state college in connection with rodent and insect control in stored grain and feed.

Feed Merchandising

One of the highlights of the two-day meeting was an address on "Merchandising in the Feed Business" by J. E. Sams, vice president of the Blatchford Calf Meal Co., Waukegan, Ill. In a talk marked by humor and common sense, he stated that "merchandising of feeds in general is still in the stone age" with an attempt to do "1950 business with 1895 methods."

He urged feed dealers to pay more attention to good housekeeping methods, employment practices, quality merchandise and a proper, modern approach to advertising and promotion.

The social highlight of the convention was the traditionally fine annual banquet and entertainment held in the ballroom of the Brunswick Hotel the evening of Oct. 6. The banquet was followed by a stage show presented by 20 of the leading allied firms of this section.

A. H. Denlinger of the L. J. Denlinger Co., Paradise, Pa., was reelected president of the association at the annual business meeting held during the two-day convention. Also reelected were J. S. Bowman of Bowman Bros., Inc., Gathersburg, Md., first vice president; Paul Grubb of Grubb & Breneman, Elizabethtown, Pa., second vice president, and Lang Dayton of the Dayton Milling Co., Towanda, Pa., third vice president. W. C. Hiestand of the H. S. Hiestand Co., Salunga, Pa., was named treasurer of the group. Jess P. Humpton, Lancaster, Pa., is secretary of the association.

—BREAD IN THE STAFF OF LIFE—

COTTON GOODS INDEX 24.87

Bemis Bro. Bag Co.'s cotton goods index, a composite figure reflecting wholesale price of principal cotton cloth used in bag making expressed in cents a yard of cloth, is 24.87, compared with 17.08 a year ago. The Bemis composite figure reflecting duty paid for early shipments from Calcutta of lightweight and heavyweight burlaps expressed in cents a pound of cloth is 25.25 compared with 25.25 a year ago. The current index is based on Calcutta ceiling prices plus a permitted 5% commission.

—BREAD IN THE STAFF OF LIFE—

ANALYSES
FLOUR—CEREAL—GRAIN
Dependable, Prompt Service
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741 West Jackson Blvd. - Chicago 6, Ill.

Ruling Issued on New York City's Gross Receipts Tax

NEW YORK—A recent ruling by the New York City comptroller regarding the position of out-of-city sellers in connection with the city's gross receipts tax indicates that this controversial issue is still not definitely settled.

The latest ruling states that the tax is applicable to any who "make sales within the city through a manufacturer's sales representative, an independent sales agency, a resident salesman or in any other similar manner."

The Griffith Bill, which was passed by the state legislature last April, was interpreted by industry representatives as restricting applicability of the tax to businesses maintaining offices or stocks of goods in the city. However, this legislation was rather vaguely worded and invited wide interpretation.

The ruling by the city comptroller tends to contradict trade interpretation of the intent of the Griffith Bill and apparently concedes that the city relinquishes the right to tax sales made to customers in New York City from points outside the city.

Industry comment here indicates that some action will probably be taken to clarify this situation through appealing of the comptroller's ruling or some future amendment of the state law.

—BREAD IN THE STAFF OF LIFE—

SMALLER AUSTRALIAN WHEAT CROP FORECAST

SYDNEY, AUSTRALIA—Early estimates place this season's Australian wheat crop at 190 to 200 million bushels.

Last season's yield was 216,460,000 bu., and the record 1947-48 harvest was 220,116,000.

New South Wales had an unsatisfactory sowing season, and its crop likely will be only 53 million bushels, against 83 million last year.

DOWN THRU THE YEARS...
for 3 generations...

For the future, too, GOLDEN LOAF will always be the big value in uniform, strong, fine spring wheat flours.

"Golden Loaf" FLOUR
TENNANT & HOYT COMPANY
LAKE CITY, MINNESOTA

SPRING WHEAT FLOURS
RED WING SPECIAL
BIXOTA
CREAM of WEST
PRODUCE BREADS WITH TASTE APPEAL
THE RED WING MILLING CO.
RED WING, MINNESOTA
Wheat Washed with Our Own Artesian Well Water
Flour Tested and Baked in Our Own Laboratory

After all!
"THERE IS NO SUBSTITUTE FOR QUALITY"
For More Than 50 Years...
Millers of Quality Flours
WINGOLD FLOUR ☆ WINONA FLOUR
These Brands Are Absolutely Dependable.
★ ★ ★
BAY STATE MILLING CO.
MANUFACTURERS OF
HARD SPRING WHEAT & RYE FLOURS
WINONA, MINNESOTA

GROCERY PRODUCTS NEWS

Flour and Prepared Mixes Get Sales Boost in Apple Promotion

Apple pie baking will get a strong boost beginning this week. The apple industry, related food manufacturers and the government are joining in promoting use of apples in pie and other baked foods as well as in other ways.

National Apple Week, sponsored by the National Apple Week Assn., Inc., Rochester, N.Y., opens Oct. 24 and continues through Nov. 4. The 10-day program has been heralded by national publicity in magazines, the press, radio and television. And advertising of apples and related foods is being carried nationally and locally. The Washington State Apple Commission has been carrying on a major campaign for apples.

Milling companies are among the food companies cooperating in the promotion. The American Cranberry Exchange is lending support with its cranberry-apple pie program. And various organizations in the food field are included in the sales effort.

Food distributors have been urged to use displays promoting tie-in sales of flour and mixes and other foods. One of the display posters features "Apple Pie and Ice Cream, America's Favorite Dessert."

An official boost for apple pie baking comes from the Production and Marketing Administration. Apples are among the features on the agency's list of plentiful foods for November, and the food trade is being urged to promote sales of apples for pie and other uses.

PMA points out that this year's apple crop is estimated at 119 million bushels, 9% above average, although somewhat below last year's unusually large crop. The midwestern crop is smaller than usual, but western states have more than enough apples to make up for the reduction.

Because of the large crop, the U.S. Department of Agriculture is joining with producers in promoting apple consumption.

One of the other plentiful food features for November will be cranberries, which also are being promoted for use in baked goods as well as in other ways. And both apples and cranberries are listed among the holiday specials for Thanksgiving time.

Other foods on the November promotion list which may help sales of flour and baked goods include cheese, butter and honey.

FOR APPLE WEEK—National Apple Week, scheduled for Oct. 28-Nov. 4, offers opportunities for tie-in sales of flour and mixes to be used in apple pie and other baked foods containing apples. Pictured above is one of the foods in which all-purpose flour is used. It is old-fashioned apple cheese crisp. The picture is one of many supplied by the Washington State Apple Commission in its promotion of apples this fall.

GMA to Consider Industry Planning in Defense Effort

NEW YORK—Food industry planning for all-out cooperation in the national defense drive will be considered at the 42nd annual meeting of Grocery Manufacturers of America, Inc., here next month, Paul S. Willis, president, reports.

The meeting, which will be held at the Waldorf-Astoria Hotel Nov. 13-15, will hear an address by Ralph S. Trigg, president of the Commodity Credit Corp. and head of the Production and Marketing Administration, on the status of foods under the administration of the Defense Production Act. Mr. Trigg has been designated to head up all food and agriculture matters under the act and, for all practical purposes, is considered by food men as the food administrator, Mr. Willis pointed out.

This year's meeting will again feature a panel session of food manufacturers and distributors on current industry trends and relationships. J. Sidney Johnson, National Biscuit Co. executive, will preside at this forum. Forrest Fraser of the Kroger Co., Cincinnati; T. G. Harrison of Winston-Newell Co., Minneapolis, and Gerard Klomp of Ogden, Utah, president of the National Association of Retail Grocers, will speak for distribution. Manufacturer spokesmen on the panel will be named later.

The manufacturers, at an executive session Nov. 15, will discuss marketing and distribution problems.

Other program features will include a picturama presentation on "What Makes America Tick," a discussion of the general business outlook by a nationally known economist, a panel presentation on progress in developing a better public understanding of business and informal talks on employee relations in food manufacturing.

Meeting speakers will include George H. Coppers, president of the National Biscuit Co.; Harry B. George, national director of purchases for the Great Atlantic & Pacific Tea Co., and A. C. Nielsen, president of the A. C. Nielsen Co., market research specialists.

Grocers Campaign to Get Out the Vote

CHICAGO—The National Association of Retail Grocers is conducting a nationwide get-out-the-vote campaign.

Some 75,000 independent retailers who are NARGUS members and 400 state and local affiliates are taking part in the campaign and are working with other businessmen in forming get-out-the-vote groups.

The national association has prepared special materials for display in food stores and for distribution to persons shopping in those stores.

"Voting is as important to the life of our democracy as eating is to its people," said Gerard Klomp of Ogden, Utah, NARGUS president. "As a matter of fact, it is because of our free ballot and our free economy that America is today the land of abundance. In striking contrast and proof of this let us look at the other nations of the world whose peoples surrendered these rights and are now being fed by the surpluses raised by Americans who consider their vote something worth fighting for."

FOOD TRADE PRACTICES GROUP PLANS MEETING

WASHINGTON — The grocery trade practices conference committee will meet again next month to consider proposed trade practice rules for the industry.

A subcommittee is drafting a set of rules in accordance with policies and suggestions laid down previously by the full committee, which includes representatives of various organizations in the food trade. And this draft is to be presented to the full committee at its next meeting in November. Members of the subcommittee are the counsel for the Grocery Manufacturers of America, the National-American Wholesale Grocers Assn. and the National Food Brokers Assn.

At the last meeting of the full committee and Federal Trade Commission officials, work on the proposed rules continued.

GROCERS NAME OFFICERS

CHARLESTON, W. VA.—Abe Reitman of Fairmont was elected president of the West Virginia Association of Retail Grocers at a recent meeting of the organization. E. M. Tutwiler of Mt. Hope was reelected chairman of the board. Also renamed were George W. King, executive secretary, and E. G. Wickham, treasurer.

Sees No Present Need for Food Price Curbs

CEDAR RAPIDS, IOWA—So long as this country is not engaged in a large scale war effort, the American food industry can meet the country's expanded defense needs without government price controls, Watson Rogers, president of the National Food Brokers Assn., said recently.

"Though our defense effort will undoubtedly have some inflationary tendency, the competitive drives in the industry will overcome it to a large extent. It is only the consumer buying hysteria that comes with a war that could upset the sound condition our food industry is in today," he said.

"This does not mean that the country should not have workable plans ready for an emergency or an agency that can put them into effect without delay. The world situation remains a precarious one and conditions can change overnight. You don't have to wait for the fire before establishing a fire department. At the same time, however, there is no excuse for calling out the fire department on a false alarm just because it is ready and waiting," he asserted.

Speaking on "The Food Industry as I See It Today," Mr. Rogers addressed the annual convention here of the Wholesalers' Food Institute of Iowa. "The Food Industry today is in a better position to meet the problems of a national defense program and its resultant hardships than it was in 1940," he told the distributors. "Of course, just how serious the situation will be is not known yet and will depend largely on the political and the world situation. We all hope that the country will have but a minimum of readjustment to make for the defense effort. But whatever it takes, the food industry is ready for it."

Discussing the manpower situation

HANDY LIFTER—Pies and cakes as well as other foods may be lifted from a hot oven with the lifter shown above. The handles, made with Monsanto Chemical Co.'s Lustrex styrene, operate scissors-fashion and are long enough so that the cook need not bend down or put her hands into the oven.

he said, "Perhaps the greatest danger facing the distributive trade in the period ahead is that of manpower shortages. You must recognize this problem and make provision for it. You cannot do the best competitive job unless your manpower is properly utilized. And there cannot be any doubt as to the need for maintaining a strong competitive position. Competition and aggressive selling continue to be the orders of the day. Their importance will not lessen in future months. That is one of the lessons we learned from the war."

—BREAD IN THE STAFF OF LIFE—

DRAFT DEFERMENT ASKED

WASHINGTON — The manpower committee of the National Association of Food Chains has submitted to government officials a list of occupations in the field which it considers critical. The committee asked draft deferment for such employees as food market managers, head meat processors, warehouse superintendents, procurement and production specialists and policy-making managers. The request went to the National Security Resources Board and the departments of Agriculture, Labor, Defense and Commerce.

—BREAD IN THE STAFF OF LIFE—

APPOINTMENTS ANNOUNCED BY GENERAL FOODS CORP.

NEW YORK — Clarence Eldridge has been promoted to the new position of manager of operations of General Foods Corp. with operating responsibilities for five divisions. He formerly was general manager of the Post Cereals division.

Wesby R. Parker, who has headed the General Foods sales division, will succeed Mr. Eldridge as general manager of the Post Cereals division in Battle Creek, Mich. Paul E. McGowan, formerly assistant to Mr. Parker and more recently on a special assignment within the sales division, has been promoted to general manager of the sales division.

Robert R. Mathews, formerly vice president of the American Express Co., has joined General Foods in the newly created position of assistant director of advertising, according to an announcement by Howard Chapin, director of advertising. At the same time, Willard P. Brown, Jr., formerly assistant to Mr. Chapin, is promoted to assistant to Charles G. Mortimer, Jr., vice president in charge of marketing.

—BREAD IN THE STAFF OF LIFE—

Steps Up Promotion

NEW YORK—The Ronzoni Macaroni Co., New York, has accelerated its promotion campaign. In addition to using newspapers, magazines and radio, it will take over the sponsorship of two television programs, "Leave It to Poppa," WPIX, New York, Thursday evening 7:30-8, and "Junior Frolics," WATV, Newark, Wednesday, 5-5:30 p.m. Newspaper lineage will be increased, special copy will be prepared for national magazines, and special dramatic programs and spots will be heard on radio in key cities with appreciable Italo-American population.

—BREAD IN THE STAFF OF LIFE—

FOOD ITEMS LEAD

NEW YORK — Food and grocery items listed as made by members of the Brand Names Foundation outnumber any other type of item in the foundation's new roster. There are 634 food and grocery items listed, or considerably more than the second ranking number of 400, for the apparel field.

The Flour Distributor's Viewpoint . . . by Wayne G. Martin, Jr.

ACCORDING to a study recently completed by the National Sales Executives and Ohio State University, among the weaknesses of salesmen are lack of product knowledge and lack of proper selling methods. These are faults for which sales management is responsible. Others, such as not working long enough hours and inefficient planning of their time, must be laid at the doorstep of salesmen themselves.

Management has no excuse for sending salesmen out to call on the trade with an insufficient knowledge of the product they are selling, whether it be flour or automobiles. If a salesman is given proper training but cannot absorb it, he is not a salesman and should be dismissed at once, both for his own good and for the good of the company. Without such knowledge, satisfactory sales results cannot be obtained.

The same is true regarding the lack of proper selling methods. Some salesmen come by good selling habits naturally, while others have to be taught them. In either case, it is management's responsibility to be certain that salesmen use the proper sales approach. The fact that flour is a basic food product is no excuse for salesmen not having a thorough knowledge of the product and how to sell it.

PRICE BASING—Leaders of the National Association of Flour Distributors, and also those of local groups, repeatedly warned the flour distributing industry earlier this year that they should watch their profit margins most closely. They also urged that a careful record of all costs and prices be kept continuously in the event that price controls should be reinstated because of the existing military situation.

Now the fat is in the fire. In his address to the nation Sept. 9, President Truman declared that if price controls must be imposed, the basing period will be from May 24 to June 24, 1950. The average prices which prevailed then will be established as the ceilings in the event of price controls.

During that period we recall hearing many flour distributors complain that prices were ridiculously low, and that it was impossible to make any profit in their businesses. Still nothing was done about it. Price competition continued to rule the day.

We don't know how many flour merchants have adequate cost figures for their operations during the period in question, but previous experience indicates they will be few and far between, which will place the distributing industry in further difficulty should government price controls be reimposed.

It will probably be the same old story. A great cry for help will go out to the National Association of Flour Distributors and its local affiliated groups. Those who will cry the loudest will be the ones who have done the least to help their own position.

STORE - DOOR DISTRIBUTORS—When store-door distributors or jobbers first made their appearance, wholesale grocers paid little attention to them. They thought they would be merely a passing phase of distribution that need not cause them any concern. Such has not proved to be the case. While this type of distribution has had little or no effect on such bulk products as flour, with the possible exception of premixes, nevertheless it has become a major factor in the sale of specialty items.

Wholesale grocers can no longer ignore it as a competitive factor. Tom Cuneo, president of the National Food Distributors Assn., recently declared that "more and more alert food manufacturing organizations with ability to project their thinking about better marketing facilities into the future are coming to rely upon the store-door distributor for more aggressive merchandising and more economical selling."

Usually the specialty items show a good margin of profit, and if regular wholesale grocers lose a good percentage of this business to store-door distributors they will find their profit position slipping. Improved service and close attention to cost factors are probably the best means of combating this form of competition.

RELATIONS WITH EMPLOYEES—No matter how large or small a flour distributor's business may be, one of his main objects should be to maintain good relations with his employees. This can only be done through a regularly planned system of consulting with them and explaining what is being done.

In a recent address on this point Curtis H. Gager, operating vice president of General Foods Corp., urged all employers to develop a written statement of policy for personnel relations.

"Attempts to tell your people about the company and its activities will not make up for the lack of a sound policy on personnel relations," Mr. Gager said. "Any willingness you may have to talk with or write to employees will be dissipated in the absence of clearly established aims and objectives for dealing with people."

The importance of proper relations between management and employees also was stressed in a report for wholesalers.

Recently the National Association of Wholesalers published a bulletin in which it outlined eight steps in a human-relations program for wholesalers. They are: (1) Select the right job for the new employee. (2) Develop responsibility and initiative. (3) Make the relationship work both ways. (4) Train supervisors in the program. (5) Promote from within. (6) Examine your method of compensating employees. (7) Encourage employee participation. (8) Explain changes in organization.

All of these steps appear so clear and concise that they hardly need comment. If a wholesale grocer or flour jobber would only follow them closely, undoubtedly a great deal of employee dissatisfaction would be eliminated, and the entire efficiency of the organization would be increased.

Wholesalers Told of USDA's Defense Act Responsibilities

NEW YORK—Officials of the National-American Wholesale Grocers Assn. have reported receipt of a letter outlining the U.S. Department of Agriculture's responsibilities for foods under the Defense Production Act.

The letter—from Leonard R. Trainer, director of the food distribution branch of the Production and Marketing Administration—points out that officials plan to "rely in large part" on such food trade groups as NAWGA for information and counsel.

The letter, in part, follows:

"We have had so many requests recently for information concerning the assignment of responsibilities under the Defense Production Act that Pervis Milnor, who will continue in charge of food trade activities, and I both feel you will be interested in informing your members of some of the work delegated to us.

"As you know, the Department of Agriculture was assigned primary responsibility for planning and carrying out the functions of this act with respect to food, and secondary or claimant responsibility with respect to materials and facilities needed to produce, process and distribute food. The Secretary has delegated these responsibilities to the Production and Marketing Administration.

"Ralph Trigg, PMA administrator, has assigned to this branch the responsibility of three major functions which concern your membership: (1) to determine the civilian food requirements, (2) to represent civilians when available supplies are being divided among military, domestic and export claimants, and (3) to work in cooperation with other units of PMA, with various other government agencies and with distributive food trade groups to do everything we can to see that civilian food supplies are effectively distributed. This assignment means that it will be necessary for us to keep on top of distribution trends and to be alert to any potential problems in order that we may take the necessary steps to alleviate their impact. In this work, we're planning to rely in large part on food trade groups such as yours for information and counsel.

"In general, our broadened responsibilities include programs and operations related to food supply and its effective distribution, including the continuance of the plentiful foods program, with which you are quite familiar. It appears particularly desirable at this time that we continue merchandising efforts that will focus consumer attention on those foods in most plentiful supply."

PMA representatives will be calling on trade representatives to discuss distribution problems, Mr. Trainer said. He also invited wholesalers to contact PMA offices.

As in World War II, USDA will be the food trade's "first base" in Washington, NAWGA officials commented.

Farm Economist Against Supports

A recent, and largely overlooked, proposal that price supports be removed on all agricultural products may be expected to arouse little enthusiasm save among those—the consumers—who possess very little present power to do anything about it. . . . Whether the proposal was spoken with the voice of the future is, of course, quite another matter.

The program was outlined by Dr. O. B. Jesness, head of the Division of Agricultural Economics at the University of Minnesota. His St. Paul audience included men from USDA.

Dr. Jesness believes that now is the time to remove supports because the upward trend of prices makes them unnecessary. However, the mere fact that the end of supports would not now cause the bottom to fall out of the agricultural products market, is not his main argument. He contends that "it is certain that we cannot maintain an effective agricultural program of high support and still live up to our responsibilities to the rest of the world." If we do not accept our position of world leadership, Russia will, Dr. Jesness reiterated.

Part of our responsibility is the supplying of food to the shortage areas of the world. This we have, of course, done. But a new period dawns.

With Korea and the decision of the U.S. to rearm, Europe and the world have drawn an economic assurance that the Marshall Plan and millions of words by our "statesmen" have been unable to accomplish. In short, England and many other countries in Europe and elsewhere in the world expect to gain enough from sale of supplies for rearmament to be able to buy many things they have heretofore been unable to purchase—including food. If our prices are too high, they will buy elsewhere.

A subsidiary and not unimportant aspect of the policy—as advocated by Dr. Jesness—would be to curb the inflationary trends in food prices at home. Without farm supports, the necessity of fixing prices would recede farther into the future or become unnecessary except in a case of extreme crisis. The economist points out that price fixing is often inflationary—a premise that anyone who remembers trends in the last war would not fully discount.—**Food Field Reporter.**

• • •

The name MIAG, pronounced Meag, stands for Muhlenbau Industrie Aktien Gesellschaft, a German engineering and machinery manufacturing firm. Millers familiar with the German language will not need any translation, but for those of us who do not understand German, the name, translated into free-wheeling American, means a company which builds mills.

MIAG was formed in 1925 by a consolidation of five of the larger milling engineering companies in Germany. Those companies were Luther & Co., Amme, Giesecke & Konegen, Seck & Co., Greffenious & Co., and Kapler & Co. The oldest member of the group was Luther & Co., which was founded in 1849. . . . Luther & Co. claimed design and construction of more than a thousand flour mills in Europe.

The German combine manufactures heavy industrial machinery for everything from coal mining to paper making. The principal plant is at Brunswick and it took a terrific pasting from Allied bombers during the war. The facilities of MIAG during World War II were largely used for the manufacture of armament.

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Paul Helms and the Rose Bowl

Rose Bowl football teams in the future will have a trophy to fight it out for, in addition to the other honors. Paul H. Helms, Sr., Helms Bakeries, Los Angeles, and head of the famous Helms Sports Foundation, has presented a large silver cup lined with gold to be awarded to the winning Rose Bowl football teams.

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We sometimes wonder how many men have desks in Washington and spend all their time cooking up schemes, plans or programs that would substitute executive authority and bureaucracy for democratic processes. Must we forever be on the defense, on guard against encroachment? Why can we not have confidence in rather than suspicion of our executive department? We support it, we pay for it, but we seem to have very little to say about what it does or how it does it.—*Hoard's Dairyman.*

• • •

Atom Bath Keeps Bread Fresh

An ordinary loaf of bread that remained fresh for months after treatment with atomic rays has been brought to the attention of the National Academy of Science.

The loaf, wrapped airtight in cellophane, was placed for a moment in a beam of electrons of nearly a million volt power. After that, ordinary house temperature did not spoil the bread.

The bread is one of several foodstuffs preserved for a year by experiments in the General Electric Research laboratory, according to Elliott J. Lawton of the X-ray division. Raisins, honey and blueberries also were preserved for about a year with no taste change.

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FLOATING MILLS OF ITALY—There are still floating mills on Italian streams, but fewer, of course, than a century ago. A popular current Italian novel's personnel and narrative are to a large extent centered upon such a mill. The author is Riccardo Bacchelli, and his 600-page historical novel is called "The Mill on the Po" in its English translation.

"This is no costume historical," writes a reviewer in the Milwaukee Journal. "It is of the stuff of life, like the River Po itself. Its background is the period of Italian unification (1812-1872) under Napoleonic, papal and Austrian rule.

"The story is told in terms of the lives of the little people, particularly the river millers, who have to grind the grain for both friend and foe, and find themselves in the vortex of the historic whirlpool. Peasants, soldiers, smugglers, churchmen fill the stage.

"We first meet the hero of the story, Master Lazzaro, not as a miller but as a young Italian sapper with Napoleon's army on the disastrous retreat in the Russian campaign. Lazzaro carries a dying captain across the swollen Vop River. The captain survives just long enough to press a small ivory case into Lazzaro's hands. It contains a paper which will enable him to claim a packet of jewels plundered from convents in Spain. This treasure, tainted by sacrilege, is the means by which Lazzaro, returning hungry and ragged to Italy, is able to build a floating river mill.

"It is an epochal day when the mill is ready for christening. A big, two hulk affair it is, with one side larger than the other, and the millwheel between. A painter from another town is called in to decorate it, and soon it looms out on the Po, its hulks black and its superstructures a rainbow of red, green and yellow. On the front, outside wall of the cabin is painted a spirited St. Michael, his heel on the neck of a fierce dragon.

"So is established the first generation of millers on the Po. Life is hard, there are painful experiences in learning the art of milling, but Lazzaro wins through, marries his Dosolina, and a son is born on the night of a terrible flood. Lazzaro has a closer brush with death than Dosolina on that storm frenzied night. Tangled in the broken paddles of the millwheel, he miraculously escapes with a broken leg. A limp remains for the rest of his life to remind him of that night of horror."

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"Well, sir," said Old Dad Fetchit of the Fish River Roller Mills, "when Young Bill Fetchit come back from business college he was just busting open with arithmetic and said the mill was going to the dawgs because it had no accounts. I give him his rope but kept an eye peeled. I allow maybe he was right about the figures—but you'd a laughed to see him take toll, easing the wheat into the dish so the grains was about a mile apart. When he filled a wheat tester he dipped her in strong and packed her solid. Of course, anybody knows you'd ought to dip a toll dish into the sack hard, but shake wheat into a tester ladylike and easy. Bill's learning now, but he'd dang near lost the mill if I hadn't been around."

HAVING LOVED PRAIRIES

Having loved prairies I shall always feel
The hushed immensity of sky and plain;
Always the wide blue prairie winds will steal
Across my heart at dusk and ease the pain
Of longing for the silences. Alone,
Walking through twilight when the prairie birds
Were quiet in the stubble, I have known
A peace too great for littleness of words.
Often when I have touched the brown of wheat
I felt as though I touched a holy thing.
And now imprisoned by a city street
I know a deep content remembering
That once I stood upon a prairie land
And held infinity within my hand.

Grace V. Watkins

EDITORIAL

THE BUREAUCRATIC COLOSSUS

FORTUNE'S October issue presents an appalling bureaucratic portrait. Called "The Duchy of Brannan," it is an illuminating and penetrating article on the U.S. Department of Agriculture.

The authors point out that when it first became a cabinet office in 1889, USDA was just like other government departments—an agency designed to provide services to a special group of citizens with special problems. Other departments have retained this concept to a large extent, but the USDA has acquired for itself a kind of autonomy, a power actually to govern the people whom it is supposed to serve.

"One can imagine the hue and cry that would be raised if, in peacetime, the Department of Commerce were to undertake to fix industrial prices, or the Department of Labor to fix wage levels," the writers provocatively suggest. But the USDA fixes price supports—and hence prices—allocates acreages, imposes marketing quotas, controls accounting practices. It has become a government within the government, with the secretary possessing many highly discretionary powers, against which processes of appeal are remote, difficult and of little use.

Fortune says this change in the status of the USDA is part of a doctrine, recent in the political theory of this country, which it calls "governmentalism." The keystone is the transfer of initiative from private hands, where Americans have always exercised it, into government hands, where it helps to perpetuate the governmentalists in office. The offer of benefits and guarantees that only a government could dare to make is the basis of its power throughout the farm country. The governmental promises are benign and seemingly legitimate, but the underlying intentions and motivations of the governmentalists work in a direction different from that in which the U.S. has traveled in the past.

The extent of Secretary Brannan's power cannot be measured, according to Fortune. By comparison, J. P. Morgan and all the other industrial and financial barons of the 19th Century seem like pygmies. "Behind the mountainous statistics, the carefully balanced official statements, the well pressed business suit, there is the governmental state of mind: the ever present suggestion that the private economy has failed, the handy assumption that people can't solve their own problems, the ceaseless effort to transfer the initiative from private to government hands." And a vast, well organized machine has been created on the base of the Production and Marketing Administration to maintain and further the USDA's powers.

Secretary Brannan, the article particularizes, sits astride 86 statutory programs resting on 159 basic laws with 360 amendments. He is the largest grain operator in the country, by far, as everyone in the grain or grain processing industries knows. He also is in the electric utility business. He is the nation's chief forester. He runs a big insurance business. He produces six or eight important movies a year. He operates a daily news service over 10,000 miles of leased wire. He is a banker, a housing mogul, a business analyst employing 157 economists and 272 statisticians. He is engaged in many types of research, with 4,100 scientists on his payroll.

These diverse activities are centered in the second largest government office building in the world, "along whose eight miles of corridors indefatigable clerks and office holders administer and coordinate each other ad infinitum." The department's payroll covers 170,000 employees, and one secret of its power is that these penetrate every farm community in the land. According to Fortune, "(Brannan's) 1950 budget of 1.4 billion dollars is comparable to the national budget of Belgium ($1.3 billion) including that country's military expenditures. And his $6.75 billion of borrowing power far exceeds the Belgian national debt of $5.4 billion."

The Fortune article should be read, studied and kept for reference by all grain handlers and processors, because it shows clearly enough the nature and incredible strength of the competition with which they are faced. It should be made the scriptural starting point of a return to freedom.

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THE CASE OF THE MISLAID EGGS

SEEMINGLY those who govern us on the national scene have not yet learned one of the simple facts of economic life—namely, that without costly subsidies you can't promote export trade in this country's price-supported agricultural commodities. You can't even promote imports (the other half of the international trade twins) without some kind of subsidy, direct or indirect, designed to maintain U.S. standards of living, the level of which is so closely governed by or related to the supported agricultural price policy. Take the case of eggs, for example.

We have a vast and increasingly burdensome surplus of eggs, yet with the government's blessing we import dried eggs from China—from Communist China, of all places. Why? Well, there may be top shelf diplomatic reasons, but basically it is because the government wants freer international trade and knows that commerce cannot be a one-way affair. The logic, of course, is that there should be no importation of commodities that are in surplus, or at least that they should not be favored by tariffs that make them competitive with domestic prices. But our Department of Agriculture is not renowned for logic. It defends such importation as necessary for promoting foreign trade and, in the case of the Chinese eggs, of being too small to have "an over-all effect on the American market."

Who pays for this kind of trade promotion? Is it the farmer? No, for the government buys his surplus eggs at a supporting price, dries them and stores them in mammoth caves. This product the government offers at about 96¢ a pound for domestic consumption and 20¢ for export. Neither domestic nor foreign markets seem to want it at these or any price, so the surplus continues to grow.

Meantime dried yolks from Red China continue to come in, though they've caused quite a patriotic ruckus on the Seattle waterfront and the disturbance has spread politically all the way to the Washington front. Responsive to this agitation the tariff was upped 10¢ a pound, but even so the imported product can be laid down here at 77¢ a pound, which is at a competitive distance from our support price of 96¢ for whole dried eggs and a market price of $1.10@1.20 for domestic yolks.

Benefits, it must be assumed, derive from the importation. Some U.S. doughnut and cake bakers and some manufacturers of macaroni are said to like the Chinese product, not only because of the price but also because there is a scarcity of domestic yolks resulting from oversupply of whites. The government supports only whole dried eggs. Undoubtedly the Chinese egg man benefits, too. All this would be fine if the traffic was truly a free and competitive commerce, paying its own way. But it does not pay its own way. Since more than five million pounds of American dried eggs must go into government storage each year to make room for the Chinese eggs, it follows inexorably that the taxpayer must fork up more than five million dollars, only a very doubtful and indefinite part of which ever will come back to him. This seems like an expensive way to promote an export trade.

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DELICATE SITUATION IN ITALY

WE had no idea how rugged things might be for the milling fraternity in Italy until we came across the following translation into English (by the editor) of an Italian flour milling journal's article on "The Locality for Wheat Delivery to the Mills," by Barracano:

"The author intervenes in the lively polemic engaged between the different industrial groups of the various Italian regions, in view of designating the locality for wheat delivery to the mills, and he exposes with clear objectivity, the reasons justifying the various opposing theses.

"In Italy, there are two wheat movements: that of the free market and that regulated by the state. State wheat, granted at an unvaried price, during the whole campaign, represents the pivot around which the free market is oriented. The mills, located in national production zones, may easily draw from this market. On the contrary, mills, situated in the nonproductive zones, and those on the coast line, are necessarily dependent on state wheat, the cost of which is encumbered by the heavier expenses inherent on the transfer of wheat from the pool warehouse to the mill, and often, over and above, by the cost of transfer of the processed wheat from the mill to the consuming provinces, lacking in industrial equipment.

"As regards the polemic in course, the author sums up various opinions of the manufacturers, but, at the same time, exposes the point of view of the Organs of State, called upon to defend their interests and those of the consumers.

"In conclusion, we call the attention of the manufacturers to the necessity of considering the great delicacy of the measures, which the state is called upon to apply, the adoption of which, if not just and cautious, would in consequence, engender the closing or bankruptcy of various establishments, situated in the depressed zones, against the undue enrichment of other more fortunate parties. The state is, moreover, required to urgently re-examine the entire structure of the regulations actually in force, with a view to tranquillizing the manufacturers, and thus neutralizing the struggle for survival which one party wages against the other."

From this recital we are not quite sure we understand what is the matter over there in sunny Italy, but it does seem clear that the course of flour milling does not run smoothly in all respects, being in a state of delicacy and requiring neutralization and a nearer approach to tranquility. It is morally indefensible to seek comfort in another's woes, but perhaps the mere knowledge that there are milling troubles elsewhere in the world may do something to neutralize the anxieties of American millers and give them a sense, however delicate and insubstantial, of something resembling tranquility.

• • •

Peanut and cottonseed papers please copy: ***"Products referred to as peanut flour and cottonseed flour were proposed for use as optional ingredients in bread and rolls, in quantities up to 3 parts per 100 parts of flour. These products were said to contribute substantial nutritive value. The evidence does not show that these products have been used to any material extent in making bread or rolls or that they are suitable for such use."—*** **From the Food and Drug Administration's findings of fact upon which proposed bread definitions and standards were based.**

IMPERIAL

"PROPER wheat selection" is an advertising phrase you will run into frequently. But it is more than a phrase in our mill. It means a planned program that starts before harvest in the wheat fields near our buying stations and carries on through every step until the wheat has been milled and the flour thoroughly tested. It is this system of "grass roots" wheat buying that guarantees superior baking with IMPERIAL and VELVET.

The
WALNUT CREEK
MILLING CO. • GREAT BEND, KANSAS
T. H. SHERWOOD, *Vice President and General Manager*

MILLING WHEAT

Call **VIctor 4384**

Kansas City, Mo.

Our stocks are analyzed for baking strength. They're carefully and personally selected—binned according to variety.

Ask for:

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W. W. (Bill) SUDDUTH

KANSAS GRAIN COMPANY
BOARD OF TRADE BUILDING KANSAS CITY 6, MISSOURI

Stock Market Picture

Quotations on baking, milling and allied stocks listed on the New York Stock Exchange and the New York Curb market:

	High	Low	Close Oct. 6,	Close Oct. 13,
	—1950—		1950	1950
Allied Mills, Inc.	39½	37	38½	39½
Allis-Chalmers	38⅝	36⅝	37½	37½
Pfd. $5.33	85	81½	85⅝	89
Am. Cyanamid	54⅝	49	49⅝	52½
Pfd.	176½	115⅝	167½	176½
A.D.M. Co.	45	38⅝	45	44⅝
Borden	51⅝	43⅝	50⅝	50⅝
Burry Biscuit Corp.	3½	3½	3½	4
Cont. Baking Co.	19⅝	14⅝	16⅝	16⅝
Pfd. $5.50	100	88	90⅝	96
Corn Pr. Ref. Co.	72½	63	67½	67
Pfd. $7	187½	176½	187½	187½
Cream of Wheat	50½	38½	39½	39½
Dow Chemical	72	54½	67½	69⅝
Pfd. $4 A	111½	107	107½	109½
Pfd. $3.35 2nd	150½	139½	148½	153
**Flour Mills of America, Inc.	12	9⅝	10½	10½
Gen. Baking Co.	12	9½	9½	10½
Pfd. $8	166	146	*155	154½
Gen. Foods Corp.	51⅝	45½	48	49⅝
Pfd. $1.50	163½	99½	*101	161
Gen. Mills, Inc.	60⅝	51⅝	56	57½
Pfd. 5%	119½	107½	116	115
Pfd. 5%	159½	134⅝	157	158
Gr. A&P Tea Co.	146⅝	117½	136½	140
Pfd. $5	137	129	134	134½
Hathaway Bak., Inc., "A"	11⅝	9⅝	9⅝	10½
Horn & Hardart Corp. of N.Y.	34	31½	32	31
Merck & Co.	63	39⅝	54⅝	57½
Pfd. $3.50	100	98	96½	96
Pfd. $4	186	159	167	171
Nat. Biscuit Co.	39⅝	30½	35⅝	35⅝
Pfd. $7	186	175½	180⅝	187
Nesadel-Agene	18½	13⅝	15	15½
Omar, Inc.	18½	16⅝		18½
Pillsbury M., Inc.	34½	30	35½	35⅝
Pfd. $4	106	100½	107	107½
Proc. & Gamble	69½	56	67½	68⅝
Purity Bak. Corp.	34⅝	23⅝	29⅝	30
Quaker Oats Co.	150	85	150	150½
Pfd. $6	168½	154	156	156½
Ralston Purina Co., $3.75 Pfd.	103½	100	101	101⅝
St. Regis Pa. Co.	11⅝	7⅝	11⅝	11
Pfd. $4.40	96	85	85	85½
Std. Brands, Inc.	51½	39	50⅝	51½
Pfd. $4.50	96⅝	89⅝	93	97
‡Sterling Drug	39⅝	34	36⅝	37½
‡Pfd. $3.50	101½	98	100½	101⅝
Swift, Hse., Inc.	63⅝	49	58½	54½
United Biscuit of America	33	24½	30	29⅝
Pfd. $4.50	111½	100½	110	*110
Victor Ch. Wks.	51⅝	39⅝	46⅝	45
Pfd. $3.50	101	96½	*100½	101
Wagner Bak. Co.	9½	5⅝	6⅝	7
Ward Bak. Co.	19⅝	14½	18	18½
Warrants	6⅝	3⅝	6½	6⅝
Pfd. $5.50	190	97	101⅝	103½

	Bid	Asked
†Colorado Milling & Elec. Co.	12	14½
†Safety Car Heating & Lighting Co., Inc.	16½	17⅝
†Standard Milling Co.	6⅝	7⅝

*Ex-div. **Midwest stock market. †Over counter. ‡Subsidiary Sterwin Chemicals, Inc.

Closing bid and asked prices on stocks not traded Oct. 13:

	Bid	Asked
Horn & Hardart Corp. of New York, $5 Pfd.	111	113⅝
Horn & Hardart Corp. of New York, $6 Pfd.	183	187
Wagner Baking Co., Pfd.	113	113½

CANADIAN STOCKS

	High	Low	Close Oct. 6,	Close Oct. 13,
	—1950—		1950	1950
Can. Bakeries	17	6	10½	10
Can. Food Prod.	6	3	3.00	3.00
Pfd.	72½	56	58	59
Consol. Bakeries	8½	7	7	8½
Federal Grain, A	15⅝	9	14⅝	14⅝
Pfd.	138	110	135	136
Gen. Bakeries	3.00	2.10	2.25	2.10
Lake of the Woods	28½	21	26	27
Maple Leaf Mlg.	16½	8⅝	16½	16½
McCabe Grain, A	9⅝	8½	8⅝	9
Mid-Pacific Gr.	18	14½	17½	17
Ogilvie Flour	32½	18⅝	32	32½
Purity Flour	8⅝	3½	6	6
St. Lawrence Fl.	21	14	16	16½
Toronto Elevs.	11	8⅝	10½	11
United Grain, A	19½	15	15	18
George Weston	38	29	36½	37⅝
Pfd. 4½%	104	100	101	100½
Woods Mfg., Pfd.	30	24	25	24

Closing bid and asked prices on stock not traded:

	Bid	Asked
Canada Bread	1.65	3.00
Canada Bread, Pfd.	42	44
Canadian Foods Products, A	9½	10½
Cadelli Food, A	11	
Cadelli Food, B	14½	
Inter-City Bakeries	14⅝	
Lake of the Woods, Pfd.	150	155
McCabe Grain, B	8	
Ogilvie Flour, Pfd.		175
Purity Flour, Pfd.	47½	48
Reliance Grain		6½
St. Lawrence Flour, Pfd.		140
Western Grain		2.00
Western Grain, Pfd.	60	

28 BAKERS TEST SALES OF COTTON FLOUR BAGS

CHICAGO—Twenty-eight Chicago bakers participating in an experiment with print cotton flour bags sold their entire supply to customers

"Gooch's Best"
SUPERIOR QUALITY
to Make All Baked Things Better
Gooch Milling & Elevator Co.
Lincoln, Nebraska

IT'S BIN AGED
Flour from this mill comes to you fully aged — ready to use
ATKINSON MILLING CO.
MINNEAPOLIS, MINNESOTA

American Ace
—A superior bread flour, milled in one of the West's very finest flour mills.
American Flours, Inc.
NEWTON, KANSAS

BLAIR'S Bar-Kind FEEDS
BLAIR MILLING CO., Atchison, Kans.

DIXIE LILY
A flour without an equal anywhere
Plain and Self-rising
THE BUHLER MILL & ELEVATOR CO.
BUHLER, KANSAS
Southern Regional Office
933-35 Exchange Bldg., Memphis, Tenn.

Low Grades and Millfeed
I. S. JOSEPH CO., INC.
Minneapolis, Minn.

Bowersock Mills & Power Co.
LAWRENCE, KANSAS
ZEPHYR FLOUR
AS FINE A BAKING FLOUR AS A BAKER CAN BUY AT ANY PRICE
Established 1874

"RUSSELL'S BEST"
"AMERICAN SPECIAL"
Our mill is located in the high protein wheat district of central western Kansas, and secures most of its wheat directly from growers.
RUSSELL MILLING CO., Russell, Kansas

Lyon & Greenleaf Co., Inc.
MILLERS OF
High Grade Soft Winter Wheat Flour
Plain and Self-rising
LIGONIER, IND. NORFOLK, VA.

WOLF'S PREMIUM FLOUR

Milled for those who want only the finest baking qualities . . . from the choice of the nation's wheats.

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Soft Winter Wheat Flours

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Evans Milling Co.
INDIANAPOLIS, IND., U. S. A.
Manufacturers Kiln Dried
WHITE CORN PRODUCTS
Capacity, 10,000 Bushels

Buy and Sell
Through
WANT ADS
in
THE NORTHWESTERN MILLER

within three days, the National Cotton Council has reported.

The bakers re-sold the empty bags at 48 to 50¢ each, netting a profit in addition to recovering all initial container costs, the council said.

Conducted by the Textile Bag Manufacturers Assn., the test was planned after a display of dress print bags at the U.S. International Trade Fair. Similar tests will be conducted in other major urban areas, it was reported.

Information about the merchandising plan, including free cotton bag sales aids, is available from the Textile Bag Manufacturers Assn., Evanston, Ill.

—BREAD IN THE STAFF OF LIFE—

Bakers' Union Planning More Company Divisions

CHICAGO—The general executive board of the Bakery and Confectionery Workers International Union has announced that it is calling three conferences of local unions for the purpose of discussing the establishment of additional company divisions of the international union.

The first conference will consist of General Baking Co. local union delegates, and will be held Nov. 27 at the Webster Hotel here. The delegates from local unions in contractual relationship with Purity Bakeries Corp. will meet at the hotel Nov. 28. Delegates to the nation-wide conference of local unions in contractual relationship with the Ward Baking Co. will meet Nov. 29.

—BREAD IN THE STAFF OF LIFE—

GENERAL BAKING INCOME

NEW YORK—George L. Morrison, president of General Baking Co., has announced that the estimated net profit of the company for the 39-week period ended Sept. 30 amounted to $1,787,582, equal to 81.35¢ a common share, after meeting preferred dividend requirements. This compares with an estimated net profit for the corresponding 1949 period of $1,742,844, or 78.48¢ a common share.

—BREAD IN THE STAFF OF LIFE—

Millfeed Receipts and Shipments

Receipts and shipments of millfeed at the principal distributing centers for the week ending Sept. 30, in tons, with comparisons:

	Receipts		Shipments	
	1950	1949	1950	1949
Minneapolis			11,840	15,900
Kansas City	1,440	2,160	1,420	3,480
Milwaukee	—	50	1,670	1,950
Week ending Oct. 7:				
Minneapolis			8,820	14,790
Kansas City	1,114	1,820	1,420	7,040
Milwaukee		170	1,670	1,200
Week ending Oct. 14:				
Minneapolis			10,770	11,130
Kansas City	1,820	1,320	1,780	1,420
Milwaukee	—	150	1,840	1,040

Planned Receipts, Shipments and Stocks

Receipts, shipments and stocks of flaxseed at Minneapolis and Duluth for the week ending Sept. 30, in thousand bushels:

	Receipts		Shipments		Stocks	
	1950	1949	1950	1949	1950	1949
Minneapolis	1,263	875	279	58	8,193	16,742
Duluth	312	152	309	421	1,688	2,421
Week ending Oct. 7:						
Minneapolis	1,427	721	154	84	8,971	16,872
Duluth	313	258	—	13	1,476	2,407
Week ending Oct. 14:						
Minneapolis	1,256	312	592	38	10,470	11,132
Duluth	314	138	485	103	1,308	2,332

Bonded Grain in the United States

Stocks of bonded grain in the U.S. as compiled by the secretary of the Chicago Board of Trade, Oct. 14, 1950 (000's omitted):

	Wheat	Oats	Rye	Barly
Boston				
Buffalo	71	391	714	
Afloat				
Chicago			198	
Lakes				
New York				
Totals	71	391	912	
Previous week	494	391	742	
Oct. 15, 1949	46	1,641	182	138

Include in each car . . .

EAGLE RY-BATCH, Light or
EAGLE RY-BATCH, Dark and
EAGLE RY-BATCH, Pumpernickel

Perfect Blends, Thoroughly Mixed, of the best Types of Spring Wheat Clears and Rye Flours. Guarantee High and Uniform Quality and Uniform Baking Results.

Ship with . . .

DANIEL WEBSTER
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GOLD COIN
Hard Spring Wheat Patents

EAGLE ROLLER MILL CO.
NEW ULM, MINNESOTA
Dependable Since 1856

STRATEGIC LOCATION

ACME-EVANS COMPANY
INDIANAPOLIS, IND.
Over a Century of Milling Progress
• *Since 1821* •

104 YEARS OF MILLING EXPERIENCE
PLUS MODERN LABORATORY CONTROL
ASSURES THE BAKER EXCELLENT RESULTS WITH:

HUMMER—Spring Hi-Gluten
LIBERTY—Short Spring Patent
BEST PATENT—Standard Spring Patent
LOTUS—Strong Spring Patent
STRONG BAKERS—First Spring Clear
CAKE and PASTRY FLOURS
RYE—White - Medium - Dark

GEORGE URBAN MILLING CO. BUFFALO N. Y.

CANADIAN TRADE COMMENT

By A. H. Bailey

TORONTO — Long experience in administration of the Canada Grain Act was one of the reasons for the recent appointment of John Rayner as Manitoba assistant to the Board of Grain Commissioners. For 20 years Mr. Rayner was secretary of the board. He is a qualified grain inspector, and in one capacity or another has been on the staff of the Board of Grain Commissioners for 28 years.

Born in England, Mr. Rayner was educated at Hull. He was mobilized and in the army until November, 1922. He saw active service in France, Belgium, south Persia, and the northwest frontier of India, retiring from the Indian Army with rank of captain.

BOXCAR SHORTAGE EASES IN EASTERN CANADA

The shortage of boxcars which has been hampering rail shipments in recent weeks is beginning to ease somewhat in eastern Canada, according to railway officials. Both the CNR and CPR railroads report that in the East, return of cars from the U.S. has been more prompt lately. In the West, there is great demand for boxcars to move grain, but the shortage remains as bad as ever, the railways say.

WHEAT BOARD ISSUES SHIPPING INSTRUCTIONS

The Canadian Wheat Board is making every endeavour to get high grade wheat moved into Lakehead position before navigation closes on the Great Lakes in December. In its latest instructions to the trade, the board announced that its recent survey indicates that No. 5, No. 6 and feed wheat is being shipped by elevator agents from stations where carload quantities of contract wheat are in store.

Pointing out that there is a good demand for high grade wheat at the present time, the board has advised all elevator companies that stocks of Nos. 1, 2, 3 and 4 northern and other high grade wheat must be shipped from country elevators and annexes at the earliest possible moment. The board is anxious that this be done in order to take advantage of the favorable market for these grades.

In addition, elevator companies have been requested to see that sufficient cars are kept on order to move all stocks of high grade wheat. Cars for low grade wheat should only be ordered to provide space for producers' deliveries to the country elevators, the board advised.

TIDEWATER GRAIN CO. FORMED IN CANADA

WINNIPEG—The Tidewater Grain Co., Ltd., has been formed in Canada, with offices at 1050 Grain Exchange, Winnipeg. The firm will handle both domestic and export transactions.

Raymond J. Barnes is president of the concern, with John N. Sternberg executive vice president.

European Wheat Output Expected to Be Average Despite Setbacks

LONDON — Although the adverse weather experienced in Europe during the past summer—drouth in some parts, floods in others—played havoc with the wheat harvest, the latest reports are more optimistic. This does not mean the final yields will be good but rather that last minute salvage efforts, especially in Britain where combine harvesters are now extensively used, have allowed the successful gathering of much of the damaged crop.

Wheat is classed as a valuable dollar-saver, and while the final result will not break the records expected earlier in the year, it is hoped to maintain the 10-year average in most of the wheat growing centers.

Shortage Severe

Rumania and other countries of eastern Europe also experienced bad harvests. Yugoslavia, with an abnormally dry summer, has already forecast starvation for the population unless aid is forthcoming from the U.S. in the near future. Dean Acheson, U.S. secretary of state, declared that wheat and animal feed would be sent to Yugoslavia during the fall.

This aid will undoubtedly save the country from internal economic collapse and the withdrawal of Yugoslavia behind the Iron Curtain, a politically undesirable result. European traders noted that the reports of Mr. Acheson's statement gave no indication of the method of payment, if any.

May Alter Extraction

Market men have commented that the losses experienced throughout Europe might eventually result in the increase of the currently operating flour extraction rates as a measure of economy.

Others discuss the possibilities of the reimposition of bread rationing, and though this view is discounted in some quarters, the pessimists point to the decision of the government of Eire in reviving flour and bread controls from the end of November. There is no doubt that the consuming countries will have to exercise the strictest economy if they are to retain their present purchasing programs in order to save the expenditure of more scarce foreign currency on wheat and flour imports. This is the major factor restricting any expansion of the wheat and flour export trades and precludes importing countries buying more of the available surpluses in Canada and the U.S.

Before stepping up their buying programs governments may be tempted to try the expediencies of raising extraction rates and reimposing rationing. If these fail, there will be no alternative to increasing imports.

"GROWTH OF A NATION" SHOWN IN VANCOUVER

VANCOUVER—There was a large turnout of members of the British Columbia Feed Manufacturers Assn. here during the week at a general meeting when the motion picture, "The Growth of a Nation" was shown through the courtesy of the American Feed Manufacturers Assn. Members were very much impressed by the picture in showing the feeder just what services can be given him by feed manufacturers.

CANADIAN SUPPLIES GAIN

WINNIPEG—Visible stocks of Canadian wheat in all positions continue to increase, and for the week ended Oct. 12 totaled 178,300,000 bu. The previous week the total was 172,800,000 bu. and a year ago 178,400,000 bu., according to the Statistics Branch of the Board of Grain Commissioners for Canada. Export clearances of Canadian wheat only for the week were small and totaled less than 2,700,000 bu. The week previous the total was 3,700,000 bu. Stocks of wheat in country elevators for the week ended Oct. 12 continued to build up as farmers in the prairie provinces marketed almost 16 million bushels of all grains, while elevator operators loaded out by rail slightly more than 11 million bushels. Total grain handlings at Fort William-Port Arthur this year from Aug. 1 to Oct. 12, were less than one half the movement for the comparable period in 1949.

E. M. CAMPBELL NAMED

TORONTO—E. M. Campbell has been appointed Ontario representative for Food Materials, Ltd., Winnipeg. Mr. Campbell is well-known to the baking trade throughout Ontario through his former association with the shortening division of Lever Bros., Ltd.

VANCOUVER EXPORTS

VANCOUVER—Flour exports from this port in June as reported by the Vancouver Merchants Exchange totaled 281,286 bbl. More than half of this amount, 144,613 bbl. was consigned to the Philippine Islands. Balance of the shipments were: China 27,016 bbl., U.K. 23,671, West Indies 42,182, Colombia 15,089, Central America 14,644, Japan 6,510, Panama 5,420, Ecuador 1,388, and Korea 153 bbl. Port of New Westminster reports August flour shipments as 153 bbl.

Manitoba Hardest Hit by Canadian Harvest Delays

WINNIPEG — Variable rains and light snowfalls interrupted harvesting operations in most sections of western Canada late last week, and weepy skies continued to threaten further serious delays in harvesting operations. The extremely unfavorable harvesting weather this year could easily mean a further deterioration in quality and grade.

At the beginning of this week, swathers, combines and threshing outfits were still sitting idle in many sections of the three prairie provinces. Manitoba, hardest hit of all three provinces, has about 80% of its crop cut, but little more than 55% threshed. Alberta has most of the crop down and close to 90% threshed. In Saskatchewan a little more than 90% of the crop is cut and close to 80% threshed.

Inspection returns continue to show increased percentages of tough and damp grain, and it is possible that the 1950-51 records may show a greater percentage of toughs and damps than in any previous years.

CARL W. FLEMING NAMED

TORONTO—Carl W. Fleming was recently appointed manager of the lakehead terminal of Canadian Consolidated Grain to succeed J. A. Campbell, who has retired after 46 years' service with the company. Mr. Fleming joined the company in 1928 and held several posts before his appointment as assistant manager of the lakehead terminal in 1945.

EUROPEAN ROUNDUP

By George E. Swarbreck

LONDON—The Argentine government has been told by the British that the price it is asking for wheat is excessive and that if the present policy is continued it will be impossible to do business. This information was given by E. J. Joint, commercial minister at the British Embassy in Buenos Aires, when he described the prospects for future Anglo-Argentine trade as "bleak" and "disturbing." Britain, he added, would be willing to make offers for any produce which could be obtained at reasonable prices but until the new crops became available trade would be more or less confined to linseed oil and linseed.

In the past Britain has been a major buyer of corn and other grains from the Argentine but this business has suffered diminution in recent months.

SUBMARINE DANGER CITED

A call for the restoration of fertilizer and feedstuffs subsidies has been made by J. M. Baldock, Conservative member of Parliament in the British House of Commons. He considered that it was just as important to build reserves of fertility in the land as it was to train soldiers and to build factories. In both world wars Britain and the Allies came nearer to defeat by submarine blockade than in any other theater of war, he declared. Russia, he warned, had not overlooked this fact and now has a submarine fleet five times that of Germany in 1939. Good farming must be regarded as part of the defense program.

Hitherto, observers add, the British government has regarded good farming, and with it the extension of the wheat area at the expense of other agricultural produce which could be imported from Europe, as part of the dollar saving program. With the impact of the Korean war, that point of view has changed and all political parties in Britain are agreed that now greater attention must be paid to increased agricultural production generally. At the same time imports have to continue

and some British critics have observed that the government appears desirous of doing business with potential enemy countries rather than with the Canadians, without whom the British would have starved in the last war. Britain's rapidly improving dollar position, while not yet completely satisfactory, should, it is felt, allow more trade to be diverted in the direction of the Canadians upon whom heavy calls would be made in the event of war.

HYBRID CORN IN EUROPE

The Organization for European Economic Cooperation, an offshoot of ECA, has reported on the work of a group of American experts who recently inspected the progress made in growing hybrid corn in 11 member countries of the organization.

The cultivation of hybrid corn in Europe has expanded considerably in recent years. Preliminary tests with adapted U.S. hybrids, initiated by UNRRA and continued by the Food and Agriculture Organization, showed promise that some of the hybrids might be used to advantage under European conditions.

The report states that the possibility of an expansion of the land area which could be devoted to agriculture in Europe is limited and it follows, therefore, that the only alternative is to increase production from the existing acreage in order to hike output. For this reason the development of new seed types and varieties and strains is of the utmost importance.

Europe is deriving much benefit from American "know how" in developing her agricultural production but, observers comment, it will undoubtedly have the effect of reducing U.S. export trade in the future.

SLICED BREAD NOT A LOAF

When is a loaf of bread not a loaf of bread? "When it is sliced," said a bench of British magistrates recently.

The argument arose when a baker was indicted for selling short weight bread and his attorney successfully pleaded that a sliced loaf was not a loaf in the accepted sense anyway and therefore outside the regulations. Two weeks later another firm was arraigned on the same charge before a different set of magistrates and they ruled that a sliced loaf was still a loaf no matter which way you looked at it. So the baker was fined $56 for selling short weight bread.

Now British bakers are asking the Ministry of Food for an authoritative ruling on the subject.

—BREAD IS THE STAFF OF LIFE—

CANADIAN FLOUR SALES EXCEED WHEAT EXPORTS

WINNIPEG—Canadian mills and exporters worked more than 6,500,000 bu. wheat and flour to overseas countries last week, and for the first time in many months flour sales exceeded export business in wheat.

The total export business in flour was in excess of 3,360,000 bu. in terms of wheat, and except for the equivalent of 164,000 bu. worked to Hong Kong, Iceland, Venezuela, Japan, all of the flour was for International Wheat Agreement account, with the U.K. purchases alone equivalent to almost 3 million bushels.

Export sales of wheat only were roughly 3,200,000 bu. The U.K. was the biggest buyer and took almost 1,700,000 bu. Belgium bought 198,000, Bolivia 98,000 and Italy 92,000. Arabia and Costa Rica each took a small parcel.

Wheat sales to countries outside the IWA were slightly in excess of 200,000 bu. Italy took 152,000 bu., while the balance was made up of almost three equal amounts to Switzerland, Colombia and Chile.

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7 Generations of Canadian farmers have grown grain for OGILVIE

OGILVIE Flour Mills have been buying grain and milling flour since 1801. That adds up to a lot of experience. Ogilvie experts know how to select the choicest wheat and how to mill it into the finest of fine flours. Their knowledge and skill — plus some of the most modern mills and equipment in the world — assure you of high, unvarying quality when you choose Ogilvie Flour.

In addition to quality flour for every purpose, Ogilvie products include a complete line of prepared baking mixes, rolled oats, oatmeal, Wheat-Hearts, Vita-B Cereal, and "Miracle" farm-tested, scientifically balanced feeds for livestock and poultry.

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Mills at: Montreal - Fort William - Winnipeg - Medicine Hat - Edmonton
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Makers of CANADIAN HARD SPRING WHEAT *Flour*

Owning and Operating
Wheat-Receiving Elevators in Manitoba, Saskatchewan and Alberta

Mills at
Brantford, Keewatin, Medicine Hat

HEAD OFFICE: MONTREAL

WESTERN OFFICE: WINNIPEG

PILLSBURY BUFFALO MILL SETS NEW SAFETY RECORD

BUFFALO—A new safety record for flour mills was established during the week of Sept. 25 when the 534 employees of the Buffalo plant of Pillsbury Mills, Inc., completed more than 1¾ million man-hours of work without a lost time accident.

The official record for a flour mill, recognized by the National Safety Council, prior to the Pillsbury record, was 1,145,200 man-hours. That record has been surpassed by Pillsbury's Springfield, Ill., plant where employees have completed a total of more than 1,430,000 hours without a lost time accident by Oct. 1.

W. A. Moore, manager of the Buffalo plant, attributed the record-breaking performance to the interest taken by all employees in the company's safety program, managed by a joint labor-management committee. "We are now headed for the 2-million man-hour record," Mr. Moore said.

Congratulatory telegrams were sent to the employees by Philip W. Pillsbury, president of the milling company, and by A. B. Sparboe, head of the flour milling division, and John P. Snyder, Jr., superintendent of the company's flour mills.

—BREAD IS THE STAFF OF LIFE—

HUBBARD DEALERS HEAR ANTIBIOTICS DISCUSSION

MANKATO, MINN.—Antibiotics and their use in the feeding of swine were discussed at a series of three meetings held recently in Iowa for Hubbard Milling Co. dealers in Iowa and their mixer men.

A talk on the new Hubbard swine program by George Patrias, director of research, was a feature of the meetings. He was assisted by Dale J. Snyder, assistant sales manager, and Art Swanson, territory supervisor. Also included in the meetings were round table discussions of antibiotics and swine nutrition.

—BREAD IS THE STAFF OF LIFE—

QUALITY OF NEW CROP AACC MEETING TOPIC

NEW YORK—E. V. Hetherington of the products control department of General Mills, Inc., Buffalo, was the featured speaker at the first meeting of the season of the New York Section of the American Association of Cereal Chemists Oct. 3.

Mr. Hetherington discussed the baking performance of the 1950 wheat crop and told his audience that although the spring wheat protein is definitely lower than last year, ranging ½ to 1% down in most northwestern states, baking qualities of this flour are generally very good. It is still a strong type, he said, with good dough characteristics and he did not believe it will be necessary to make any material adjustment in formula. He stated that mills will try not to drop the flours as much in protein as the wheat and to maintain a higher percentage than would normally be expected when the crop has leveled off.

Mr. Hetherington believes that since the southwestern crop is rather erratic in some areas, it will be necessary for mills to do a good wheat selection job. Care in wheat selection, he said, can produce a very good southwestern flour, whose baking characteristics are quite similar to last year except for a little less tolerance to overmixing than last year.

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LINSEED OILCAKE MEAL
Fast Delivery
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SPRING WHEAT FLOURS
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Cream of the West
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Port Colborne Mills—Capacity 26,000 cwt. Daily

WINTER WHEAT FLOURS
Monarch
Crescent
•
Canary Corn Meal
•
Hillcrest Rye Flour

MOSTLY PERSONAL

The former **Miss Helen Cecilia McGough**, president of McGough's Bakeries, Birmingham, Ala., was married Oct. 20 at Birmingham to **Dr. Ralph J. W. Hobbs**, on the staff of the Alabama Medical College. Mrs. Hobbs is a member of the board of governors of the Southern Bakers Assn. and the Tri-State Bakers Assn. The couple is honeymooning at Sea Island Beach.

●

Fred Poehlmann, secretary and treasurer of the Poehlmann Baking Co., Milwaukee, has been announced as winner of the Three Lakes, Wis., fish contest which was held during the past summer. Just prior to leaving for Milwaukee from his summer home on Big Four Lake, Mr. Poehlmann caught a 9-lb., 2 oz. walleyed pike, which outweighed the second place winner by 1 oz.

●

Hector Lazo, director of marketing and public relations for Sunshine Biscuits, Inc., addressed the Sales Executive Club of Northern New Jersey Oct. 23 at Newark. His topic was "Selling America Under Difficulties."

●

Anthony A. Cervini, general sales manager for Duvernoy & Sons, Inc., New York wholesale baker, was married recently to **Lillian M. Mack**.

●

The Kansas City Star sports page this week points out that the punting and running of **Fred Merrill** for Paseo High School in Kansas City harkens back to memories of Jim Thorpe. The son of **John W. Merrill**, vice president of the E. F. Mitchell Co., Kansas City, is one of the few drop kickers left on the gridiron. He uses that method for conversion attempts.

●

Howard Lampman, executive director of the Wheat Flour Institute, Chicago, has been attending the American Dietetic Assn. convention in Washington, D.C., where the institute had a display. He was accompanied by **Paul S. Amidon**, educational consultant for the institute.

●

John W. Cain, president of the Midland Flour Milling Co., Kansas City, was a visitor in Minneapolis last week on business.

●

Orland A. Church, president of Garland Mills, Greensburg, Ind., visited the Millers National Federation office in Chicago last week.

●

The late Alfred F. Pillsbury of Minneapolis left an estate valued at $6,335,882.63. An inventory and appraisal filed recently in Hennepin County probate court in Minneapolis showed that Mr. Pillsbury left real estate valued at $100,625.50 and personal property valued at $6,235,257.13. Mr. Pillsbury, who died last March at the age of 81, was a director of Pillsbury Mills, Inc., and was prominent in Minneapolis civic and art circles. He held corporation stocks valued at $2,020,725.71, including Pillsbury Mills stock valued at $488,468.75. Mortgages, bonds, notes and other written evidence of debt, including insurance were valued at $2,198,176.32. Among other personal property was a $1 million collection of jades, bronzes and miscellaneous art bequeathed to the Minneapolis Institute of Arts.

●

Two Kansas State College students from Norway who send greetings to their folks in the home country via these columns are **Christian Kongsore, Jr.**, son of the owner of the Lysaker Molle, Oslo, and **Halvor Norhiem**, whose father operates the Vestfold Flat Brod Fabrik, Tonsberg, Norway. The young men will complete their studies in milling industry at Manhattan, Kansas, in two years, having transferred college credits from a Norwegian university this fall. They visited the Kansas City Board of Trade Oct. 21.

●

George L. Faber, Chicago manager for King Midas Flour Mills, was in Minneapolis last week end. He attended the Minnesota-Ohio State football game Oct. 21 and visited the home offices of his company.

●

Eldon H. Addy, division sales director for the Kansas Milling Co., Wichita, is on an extended business trip in the central states.

●

M. J. Anderson, Jr., vice president in charge of sales for the Hutchinson (Kansas) Bag Co., and **Mrs. Anderson** are in New York this week for the annual convention of the Textile Bag Manufacturers Assn.

●

Fred G. Krueger, formerly of Pillsbury Mills, Inc., Buffalo, and **Mrs. Krueger** celebrated their 50th wedding anniversary last week. Mr. Krueger retired from Pillsbury Mills service in 1947 after 51 years with the company. After retiring from Pillsbury he became secretary of the Buffalo Corn Exchange. He retired from active business in 1949.

●

Elmo Sleight, director of sales for the Acme Flour Mills Co., Oklahoma City, accompanied by the company's representative, **Fred Skelton**, Jacksonville, Texas, is visiting the trade in Louisiana and southern Texas.

●

The engagement of **Miss Joan Lyde** to **Leonard Fulton Kline** was announced this week by **Mr. and Mrs. James C. Lyde** of Leavenworth, Kansas. Father of the bride-to-be is president of the J. C. Lyde Milling Co. Miss Lyde attended Barstow School, Bradford (Mass.) Junior College and the University of Kansas. Mr. Kline, a native of Kansas City, was graduated from Middlesex School, Yale University, and is attending the University of Kansas law school. The marriage will take place Dec. 29.

●

William J. Anderson, son of **N. G. Anderson**, Chicago manager for the Bay State Milling Co., will be married Oct. 28 to **Miss Gloria Erickson**, the daughter of **Dr. R. Erickson**, vice president and comptroller of Augustana College, Rock Island, Ill. The younger Mr. Anderson has been a student at the college. The couple will live in Rock Island after a honeymoon in the South.

●

David Wilson, Jr., of the King Midas Flour Mills durum department, New York, and **Mrs. Wilson** vacationed recently at the Hershey (Pa.) Hotel.

●

H. I. Bailey, general flour sales department, General Mills, Inc., Minneapolis, was in New York Oct. 18-20, calling on the trade. **Paul L. Dorkmeyer**, assistant to the mill shipping superintendent in the Buffalo plant, was another New York visitor recently. He and **Mrs. Dorkmeyer** were vacationing.

●

C. R. McClave, chairman of the board of directors of the Montana Flour Mills Co., now of San Francisco, visited the Millers National Federation office in Chicago last week.

●

A visitor at the Millers National Federation office in Chicago for a day last week was **A. James Sowden**, vice president and treasurer of the New Era Milling Co., Arkansas City, Kansas.

●

E. F. Cross, assistant director of general flour sales and sales manager of bakery flour, General Mills, Inc., Minneapolis, visited the Millers National Federation office in Chicago last week.

●

John S. Pillsbury, chairman of the board of Pillsbury Mills, Inc., Minneapolis, was in New York briefly early last week. **Walter Thome**, credit manager, Minneapolis, was another recent Pillsbury visitor at the New York offices. **William E. Deerich**, vice president in the flour milling division in New York, and **Mrs. Deerich** continued to Minneapolis following the recent American Bakers Assn. convention in Chicago.

●

H. W. Pettibone, retired eastern division sales manager and vice president of General Mills, Inc., Minneapolis, stopped at the company's New York offices recently to visit some of his old friends.

●

Marilyn Lou Mohler, daughter of **Philip Mohler**, Pittsburgh flour broker, and **Mrs. Mohler** was married Oct. 14 to **Edward J. Meyer, Jr.**, of Buffalo.

●

Mr. and Mrs. Theo Verkley of Amsterdam are on an American journey which took them this week to Minneapolis. They have been in New York and Buffalo following their recent arrival on the Westerdam of the Holland-America Line. Mr. Verkley is of the long-established Netherlands flour importing firm of Grippeling & Verkley.

●

Claude F. Tillman, branch manager of grocery products sales, Pillsbury Mills, Inc., Oklahoma City, has been appointed a new member of the Oklahoma County election board.

●

A. B. Spurlock, president of the flour milling division of Pillsbury Mills, Inc., Minneapolis, will attend the annual meeting of the Foreign Trade Council in New York City Oct. 30 through Nov. 1. He is a director of the trade organization and has long taken an active part in its affairs.

●

Adolph Kurth, general manager of the Richmond Mfg. Co., Lockport, N.Y., spent last week in Minneapolis making a number of business calls.

MICHIGAN MILLERS—Newly elected officers of District 6, Association of Operative Millers, pictured at the organization's recent fall meeting at Tecumseh, Mich., are, from left to right: Alfred E. Borchardt, Kalston Purina Co., Battle Creek, chairman; Clyde F. Davis, Jonathan Hale & Sons, Inc., Ionia, vice chairman, and Oscar Nelson, King Milling Co., Lowell, Mich., representative of the Michigan operatives' group on the executive committee of the national association. Walter Scott, Chelsea Milling Co., the newly elected secretary-treasurer, was not present when the picture was taken.

Baking Industry, Scientists Laud Enrichment Plan

CHICAGO — Representatives of science and industry met in Chicago Oct. 17 to survey accomplishments resulting from a meeting of the same group 10 years ago. The program which they launched at that time was the enrichment of white bread, now being characterized as "the greatest single public health measure ever undertaken."

The meeting was held in connection with the annual convention of the American Bakers Assn. and was presided over jointly by John T. McCarthy, chairman of the board of the ABA, and Louis E. Caster, chairman and president of the American Institute of Baking.

Dr. Russell M. Wilder of the Mayo Clinic, Rochester, Minn., was the principal speaker. He declared that enrichment of bread has meant not merely enriching bread, but enriching the lives of our citizens—"enrichment of life in a greater zest for living and improved resistance to disease."

"The disappearance of pellagra in our country and the greatly lowered incidence of conditions resembling beri-beri in our hospitals is more difficult to interpret than certain other experiments," Dr. Wilder said, "because arm in arm with enrichment of bread has gone a greatly increased use of meat and other foods.

"Surveys in Newfoundland in 1944 and 1948—before and four years after the adoption of enrichment of white flour in that country—clearly showed that the vitamins put in the flour had improved the health of the people there.

"Equally significant has been the remarkable control of beri-beri in the Philippines, where in Bataan enrichment of rice has practically eliminated deaths from that disease.

"Just recently," Dr. Wilder continued, "we received new reports from Newfoundland which show that mortality statistics continue to decline. The infant mortality rate has dropped again and a 25% decline in the tuberculosis death rate is reported."

Dr. Wilder urged that enrichment be promoted to an extent that would result in no bread failing to carry its quota "of the life enriching vitamins and iron of the bread we call 'enriched.'" He recommended that all flour be enriched at the mill so that no baker can fail to meet the standard which leaders of the industry are meeting in their program.

Dr. Paul de Kruif, noted writer on medical topics, delivered a glowing tribute to the late M. Lee Marshall, former chairman of the board of the ABA and of the Continental Baking Co.

Dr. de Kruif told of his first meeting with Mr. Marshall, in 1941, following the enrichment luncheon in Chicago, when Mr. Marshall came to Dr. de Kruif's home in Holland, Mich.

"Lee Marshall was truly a great man," he said. "His inspirational leadership could not help but inspire those around him. His greatness lay in his vision, his ability to see ahead and to realize that the great things to be accomplished by research come slowly.

"One of the last things he did before his death was to effect a sizable contribution by Continental to the Spies Committee for Clinical Research. With Alfred Sloan and Charles Kettering, Lee Marshall was one of the principal supporters of this research project, which can prove in years to come one of the greatest boons to mankind. It seeks the precursors of glandular disease, delving further into glandular functions and the study of hormones.

"It was a great privilege to me to become a close friend of Lee's as it was to everyone who knew him."

Mr. Caster pledged the scientists that the AIB would use its every influence in promoting nutritional improvement throughout the industry. He cited the new AIB research building as testimonial of the baking industry's faith in research and its belief in accomplishments of the past and further progress in the future.

Carl W. Steinhauer

RENAMED BEMA HEAD—Carl W. Steinhauer, Union Steel Products Co., Albion, Mich., was reelected president of the Bakery Equipment Manufacturers Assn. at the annual meeting of the organization in Chicago recently. The meeting was held during the annual convention of the American Bakers Assn. J. U. Lemmon, Jr., Doughnut Corporation of America, Inc., New York, was returned as vice president and Raymond J. Walter, 511 Fifth Ave., New York, continued as executive secretary.

SPECIAL FAO MEETING SET FOR WASHINGTON

WASHINGTON — The 63 member governments of the Food and Agriculture Organization of the United Nations will meet in a special session here for the last time Nov. 3, prior to FAO's move to permanent headquarters in Rome.

The session will continue through Nov. 11. Preceding it, the 18-government council of the FAO will meet, beginning Oct. 25.

This year's conference is a special one, at which discussions will be limited to essential financial and administrative matters having to do with the transfer of headquarters and the work program and budget for the coming year. The council will also appoint a director-general and council chairman.

As agreed at the 1949 conference of the FAO, regular meetings will henceforth be held on a biennial basis; a full-scale conference is not planned until the fall of 1951.

ASBE Plans 1951 Meeting in Chicago March 5-8

CHICAGO—The 27th annual meeting of the American Society of Bakery Engineers will be held at the Edgewater Beach Hotel here March 5-8, 1951, according to a recent announcement by Victor E. Marx, American Dry Milk Institute, Inc., Chicago, ASBE secretary.

An outline of the suggested program for the meeting was presented to the executive and advisory committees of the society by J. S. Devanny, International Milling Co., Lincoln, Ill., program chairman, Oct. 14 at the Bismarck Hotel here.

Other members of the executive committee present were Howard Tolley, National Biscuit Co., New York; Fred Weberpals, H. C. Bohack Co., Brooklyn, and Rowland J. Clark, the W. E. Long Co., Chicago.

William L. Grewe, International Milling Co., Chicago, will be in charge of the baked foods display.

The semi-annual meeting of the executive and advisory committees of the society was presided over by Don F. Copell, Wagner Baking Corp., Newark, N.J., ASBE president, with about 40 present. Mr. Devanny announced his suggested session chairmen and special events chairmen and outlined the general subject matter of the program to be presented. He was assisted by L. P. Kenney, Red Star Yeast & Products Co., St. Paul, assistant program chairman.

Earl B. Cox, Helms Bakeries, Inc., Los Angeles, first vice president, reported that the members of the ASBE chapters on the West Coast were greatly impressed with the presentation which Mr. Copell had made on a recent trip to each of the four chapters located in Los Angeles, Portland, Seattle and Spokane.

P. E. Minton, American Molasses Co., Chicago, chairman of the index committee, reported that the index of all the publications of the society has now been completed, comprising 12,000 cards, and has been microfilmed for preservation and security. The index is now available for reference by members at the society office.

Charles E. Riley, Broilte Co., Chicago, second vice president, told of his visits to members of the society in Europe this summer and gave their reaction to the society's activities.

Robert Wold, Silver Loaf Baking Co., Spokane, Wash., chairman of the Inland Empire chapter, was the only chapter chairman present.

Clark Yager

NEW FMEA POST—Clark Yager has been elected treasurer of the Flour Millers Export Assn. Mr. Yager is vice president of Ballard & Ballard Co., Inc., Louisville, Ky., and for several years has been a member of the board of directors of FMEA, representing the soft wheat millers. He is also the vice president of the association.

USDA ASKS 15% CUT IN 1951 POTATO ACREAGE

WASHINGTON—The U.S. Department of Agriculture has asked farmers to cut their potato acreage by 15% and has set a national 1951 potato production goal of 335 million bushels, compared with an indicated 1950 crop of about 420 million bushels.

A national acreage of 1,560,300 has been suggested by USDA. The 1951 crop will be the first since 1943 to have no government price support.

In the past, the agriculture department has announced acreage allotments as part of the support program, but the department pointed out that the suggested acreage and production goals for 1951 are voluntary guides intended as a means of helping producers bring their plans for production into line with probable demand.

The 335 million bushels suggested for the 1951 season, USDA officials point out, will be adequate to meet domestic requirements and provide a reasonable reserve.

U.S. QUARTERMASTER BUYS 36,090 SACKS OF FLOUR

CHICAGO — Purchase of 36,090 sacks of hard wheat enriched flour was announced Oct. 17 by the Chicago Quartermaster Purchasing Office. Additional buying is scheduled for Nov. 2, 3 and 7, with purchases the latter date to total about 140,000 sacks.

Awards last week were as follows: Pillsbury Mills, Inc., 15,000 sacks for Kansas City for beyond, $4.47, papers, and 15,000 for St. Louis for beyond, $4.67; Colorado Milling & Elevator Co., 2,010 for Fort Bliss, Texas, $4.94, and 600 for Francis E. Warren, Wyo., $4.66; Flour Mills of America, 2,380 for Killeen, Texas, $4.81, and 600 for Cadet, Texas, $4.88; Terminal Flour Mills Co., Portland, 500 for Fort Lewis, Wash., $4.91.

BETTER WEATHER SPEEDS CORN, SOYBEAN CURING

Weather continued extremely favorable for curing and gathering corn during the past week. Warm, sunny days also have been ideal for conditioning of soybeans.

The weekly Iowa report states that excellent drying weather prevailed. Similar conditions were reported in Minnesota and Illinois, with cribbing expected to begin in Illinois after Nov. 1.

In Nebraska, frosted corn is drying rapidly in northern and central sections, and practically all late corn has matured in the southern portion. Some fields have been opened in both Nebraska and Iowa.

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ANALYSES

FLOUR, FEED, WHEAT

PROMPT • ACCURATE LABORATORY SERVICE

THE MID-WEST LABORATORIES

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STANDARD MILLING COMPANY

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BAKERY FLOURS

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Oklahoma City, Okla.

TOM SMITH OF ABA DIES

Association Official's Death Ends 23 Years of Service to Bakers' Group

CHICAGO—Tom Smith, 59, executive vice president and secretary, American Bakers Assn., died Oct. 21 at St. Joseph's Hospital. He underwent an abdominal operation Sept. 29.

Funeral services are scheduled at St. Ignatius Church Oct. 25.

Mr. Smith's death which ended 23 years of service to the ABA, was the third this year to strike at top officials of the American Bakers Assn. M. Lee Marshall, then chairman of the board of ABA, died Aug. 1 following a heart attack. Eugene K. Quigg, then ABA president, died March 31 following an emergency operation.

Born in Hannibal, Mo., Mr. Smith became an active partner in Zimmerman's Bakery there in 1919, following service in World War I. In 1924,

Tom Smith

he attended the American Institute of Baking's school of baking. He sold his interest in the bakery in 1927 and went to Chicago, where he joined the staff of the ABA as a field representative. A year later, July 15, 1928, he was named secretary of the association.

Shortly afterwards, he became secretary of the American Institute of Baking, serving both organizations until 1944, after which he devoted his full time to the association and the American Bakers Foundation, of which he was also secretary.

Only a few weeks ago the executive committee of the ABA appointed Mr. Smith to the office of executive vice president, the first time such an office had been designated.

His service in connection with the Baking Industry Expositions of 1936, 1936 and 1949 as well as his part in the planning and presenting of the annual ABA conventions won him friends in both baking and allied circles.

Mr. Smith also served as secretary for the National Bakers Council, code authority for the baking industry during 1934 and 1935. He was a $1-a-year-man with the Office of Production Management, before war was declared in 1941, assisting the Army in bread procurement problems. For this service he received a citation, which reads: "Much goodwill continues from the groundwork you have laid."

ARE FAMOUS FOR GOOD BAKING!

AGAIN this year Nebraska wheats are setting records for good baking quality. Over 98% of acreage is in wheats rated good to excellent in milling and baking characteristics. Ninety per cent is in just four varieties—Cheyenne, Turkey, Nebred and Pawnee—all desirable wheats. Nebraska quality is protected by the work of the Nebraska Wheat Improvement Association. You can buy Nebraska wheat with confidence. Let us handle your requirements. With nearly 3,000,000 bus. of terminal elevator space and 200 affiliated country elevators we are well equipped to serve you on wheat and feed grains.

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High Grade Michigan Soft Wheat Flour, Plain and Self-Rising

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A very fine, strong, altogether uniform and dependable flour

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"DURAMBER"

SEMOLINA

FANCY No. 1

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AMBER DURUM WHEAT

AMBER MILLING DIVISION

Farmers Union Grain Terminal Association

314 Million Bushels of Wheat, Flour Exported in 1949-50

WASHINGTON—Exports of wheat and wheat flour from the U.S. in the 1949-50 crop year amounted to 314 million bushels, the U.S. Department of Commerce reports. This compares with a total of more than 504 million bushels in 1948-49.

The Department of Commerce figure of 314,084,000 bu. is almost 15 million bushels greater than the total of 299,348,000 bu. estimated last July by the Production and Marketing Administration (The Northwestern Miller, July 25, page 12.)

Exports of grains and grain products from the U.S. in June and the 1949-50 crop year, with comparisons, were reported by the Department of Commerce as follows (000's omitted):

	—June—		—Crop Year—	
	1950	1949	'49-50	'48-49
Wheat, bu.	11,725	30,313	264,712	375,556
Flour, sacks	1,653	2,727	21,189	55,571
Wheat and Flour, bu.	15,560	36,567	314,084	504,457
Corn, bu.	6,644	4,411	109,672	90,621
Oats, bu.	579	3,161	13,644	25,138
Barley, bu.	159	1,493	19,811	23,478
Rye, bu.	144	773	3,219	5,411
Gr. Sorg., bu.	914	6,414	38,155	11,479

Imports of wheat and flour for domestic consumption in the 1949-50 crop year were reported at 11,929,000 bu., compared with 4,571,000 the previous year; corn, 704,000, against 637,000; oats, 19,762,000 against 19,274,000; barley, 15,561,000, against 10,375,000; rye, 8,907,000, against 6,794,000.

Crop year exports of flour and wheat from 1931-32 through 1949-50 are as follows (000's omitted):

	Flour sacks	Wheat, bu.
1949-50	21,189	264,712
1948-49	27,071	275,568
1947-48	34,183	384,888
1946-47	43,114	175,106
1945-46	40,567	224,250
1944-45	11,198	18,019
1943-44	16,224	11,942
1942-43	11,196	6,553
1941-42	18,773	12,632
1940-41	12,466	16,419
1939-40	13,777	23,636
1938-39	13,059	84,538
1937-38	8,746	83,748
1936-37	7,481	3,168
1935-36	6,513	311
1934-35	7,726	1,019
1933-34	7,391	14,789
1932-33	8,181	20,687
1931-32	14,549	84,221

Canadian exports of wheat and flour and other grains for July and for the 1949 crop year are as follows, with comparisons (000's omitted):

	—July—		—Crop Year—	
	1950	1949	'49-50	'48-49
Wheat, bu.	6,330	14,918	181,857	179,613
Flour, bbl.	337	712	15,663	10,794
Wheat & Flour, bu.	8,401	17,120	230,914	228,254
Oats, bu.	265	791	22,978	37,848
Barley, bu.	1,418	1,067	37,794	21,812
Rye, bu.	841	173	15,682	14,554
Flax, bu.	118	175	3,904	6,593

MOLASSES DISTRIBUTION CRISIS SEEN AS EASING

WASHINGTON—There are strong indications that the threatened crisis over distribution or disposition of the 1951 molasses crop may be easing.

The government has put an embargo on all molasses exports in an effort to conserve U.S. supplies.

Information from sugar trade sources discloses that a weakening in the raw sugar market plus the possibility that substantial alcohol supplies may be available from France has removed the pressure which had been building up to force the U.S. government either to buy the 1951 blackstrap crop in Cuba or to put it under allocation control in the domestic market, or both.

At the same time it was learned in trade circles that the feed industry is rapidly adjusting its estimate of molasses requirements for the coming year as a result of the price outlook. Current quotations for molasses reported here are 25¢ plus a gallon at eastern seaboard points and the Gulf and are forecast for higher levels before the new crop is available.

Another influence which may alter designs on the 1951 blackstrap crop is the report that synthetic rubber production may attain a point which will find the domestic economy swamped with supplies of this commodity by spring. However, further expected restrictions on the use of crude rubber by all processors to build up a crude rubber stockpile may eat up a larger part of the synthetic output than rubber trade sources estimate.

BREAD IS THE STAFF OF LIFE

INCREASED NET REPORTED

TORONTO — Increased earnings are reported by Goodrich Elevator & Transit Co. for the year ended March 31. Net profits of $131,049 were equal to $1.56 a share and compared with $82,338, or 98¢ a share, in previous fiscal year. Earned surplus, after dividend payments of $84,000, or $1 a share, was increased by $71,595 to $428,532.

NORTHWEST SECTION, AACC, TO HOLD MEETING OCT. 27

MINNEAPOLIS — Dr. Cyrus B. Barnum, a member of the staff of the University of Minnesota Medical School, will discuss some aspects of the chemistry of cancer tissue at a meeting of the Northwest Section, American Association of Cereal Chemists, to be held Oct. 27. A luncheon to be held in the Sky Room of Dayton's will precede Dr. Barnum's address.

BREAD IS THE STAFF OF LIFE

SMALLER BUFFALO GRAIN STORAGE FLEET IN SIGHT

BUFFALO—A recent announcement by several owners of lake barges that their vessels are loading grain at the head of the lakes to be brought to this port in tow to go into winter storage here has revived speculation as to how large a grain storage fleet Buffalo will have this season.

At the present time it is doubtful whether the storage fleet here will be as large as in the previous seasons. The demand for lake boats by the ore, limestone and coal trades continues at a heavy pace, and these boat owners are not showing any interest at the present time in charters for grain storage.

BREAD IS THE STAFF OF LIFE

AUSTRALIAN WHEAT CROP

LONDON—A preliminary forecast of the Australian wheat crop suggests a yield of 190 million bushels, a reduction on last year's outturn of 216 million bushels. The reduction is stated to be due to the heavy floods which impeded sowing operations in New South Wales and resulted in a reduction in the acreage sown to wheat.

BREAD IS THE STAFF OF LIFE

SEED PLANT DESTROYED

TWIN FALLS, IDAHO — The Northrup, King & Co. seed processing plant here was destroyed by fire Oct. 20 in a blaze which spread to five buildings in the local warehouse district before it could be controlled. The Northrup-King building, erected in 1941, was destroyed with a loss of $700,000. Officials in the firm's Minneapolis headquarters said the loss was covered by insurance, and the plant would be rebuilt at once. Three other Northrup-King plants in Idaho will supply the Twin Falls area until the new plant is completed.

BREAD IS THE STAFF OF LIFE

GENERAL FOODS REPORTS RECORD QUARTER SALES

NEW YORK—General Foods Corp. net sales for the quarter ending Sept. 30 were $155,554,317, an all-time high, compared with $114,322,810 for the same period last year, Austin S. Igleheart, president, has announced. Net earnings for the quarter were $9,891,222, equal after preferred dividend to $1.74 a common share. The company's earnings for the same period last year were $6,990,936, or $1.21 a share.

BREAD IS THE STAFF OF LIFE

KROGER SALES SET RECORD

CINCINNATI — Highest sales in the history of the Kroger Co. were reported for the four-week period ending Oct. 7, 1950. Sales for the 10th period totaled $67,213,439, a 14% increase over sales of $59,114,776 for the same four-week period a year ago. Previous high for the company was reported in the eighth period of 1950. Cumulative sales for the 10 periods of 1950 totaled $644,972,727, a 5% increase over sales of $616,956,038 for the same 10 periods last year.

BREAD IS THE STAFF OF LIFE

OHIO ELEVATOR REPLACED

ATLANTA, OHIO — The Atlanta Grain Co. is completing a concrete and steel 60,000 bu. elevator and feed mill to replace the plant that was destroyed by fire last April. The New Holland Grain Co. has been completely modernized and is now fully equipped with grinding and mixing facilities, according to C. E. Frazier, manager. John H. Dunlap, Jr., Williamsport, Ohio, is president of both concerns.

BREAD IS THE STAFF OF LIFE

NEW SECRETARIAL SERVICE

CHICAGO—Miss Mildred Allrich, for many years secretary to W. E. Long, board chairman of the W. E. Long Co., has opened a secretarial service in suite 1609, 188 W. Randolph St., Chicago. Her service will include confidential surveys, bookkeeping, mail and phone service.

BREAD IS THE STAFF OF LIFE

VA TO BUY FLOUR

WASHINGTON—The Veterans Administration is to purchase 7,000 sacks of enriched hard wheat flour Oct. 24 for use in VA hospitals and homes. Delivery of the flour will be made in equal quantities monthly through March.

BREAD IS THE STAFF OF LIFE

NORWAY YIELD UP

LONDON—Norwegian authorities have estimated that the wheat and rye crops will be in the region of 2.5 million bushels compared with 2.3 million bushels a year ago. The Danish crop, however, is expected to be somewhat less than that harvested last year.

BREAD IS THE STAFF OF LIFE

MILLFEED FUTURES

The following is a comparison of selling prices at Kansas City for Oct. 14 and 21:

	Oct. 14	Oct. 21
BRAN—		
October	$....@*40.00	$....@*44.50
November	....@*41.75	41.25@ 43.62
December	....@*43.00	42.75@ 43.12
January	....@*43.50	44.10@ 44.75
February	....@*44.25	44.80@ 45.00
March	....@*44.50	45.00@ 45.25
SHORTS—		
October	$....@*47.00	$45.50@ 48.38
November	....@*47.25	46.75@ 47.12
December	46.50@ 47.25	47.00@ 47.50
January	46.50@ 47.00	46.50@ 47.25
February	47.25@ 48.50	47.75@ 48.25
March	....@*48.00	....@*48.50
Sales (tons)	2,160	720

*Sale.

DEATHS

Tom Smith, executive vice president and secretary of the American Bakers Assn., Chicago, died Oct. 21. Details on page 31.

Russell D. Lowder, 49, assistant sales manager for the Jersey Bread Co., Toledo, for 20 years, died Oct. 17 after a brief illness. He is survived by his widow, a daughter and two grandchildren.

Jack P. Johns, bakery sales manager at Columbus for General Mills, Inc., since 1940, died Oct. 15 following a heart attack. Mr. Johns joined the company in 1924 as a sales record clerk, joining the Minneapolis-St. Paul sales department in 1927. In 1939 he was named manager of bakery flour sales at Cincinnati, moving to Columbus the following year. He is survived by his widow, **Florence.**

R. R. Sanborn, 70, died Oct. 19 at Suburban Hospital in Pittsburgh. Mr. Sanborn was a flour broker in the Pittsburgh district for the past 40 years and was a member of the Greater Pittsburgh Production Men's Club, Pittsburgh Bakers Courtesy Club and Retail Master Bakers Association of Western Pennsylvania. He was born in Minneapolis, and studied law at the University of Minnesota as well as medicine at the University of Pennsylvania. He is survived by his widow and a sister.

Samuel B. Steele, 84, president, Steele-Wedeles Co., wholesale grocery firm, died Oct. 19. His father was one of the founders of the company about 40 years ago. He was a lifelong resident of Chicago and was a childless widower. He was active in the welfare of orphans, and was a past president of the Chicago Home for Jewish Orphans. He was also a past president of the Merchants Exchange, the Wholesale Grocers Exchange and a former vice president of the American Wholesale Grocers Assn.

Henry Schnetz, 88, former owner of the Old Home Bakers, pioneer Sacramento firm and one of the oldest bakeries in California, died recently after an illness of several years. Mr. Schnetz' son, **Earl O. Schnetz,** is present owner and president of the bakery. The elder Schnetz came to the U.S. from his native Germany in 1890. He arrived in Sacramento in 1892 and worked four years as a baker in what was then known as the Pioneer Bakery. He bought out the owners in 1896 and conducted the bakery until 1919, when he retired and his son took over the business. The Pioneer Bakery was founded in 1848 and the name was changed to Old Home Bakers 10 years ago.

GENERAL BAKING PRESIDENT NAMED TO COUNCIL

NEW YORK—George L. Morrison, president of the General Baking Co., will represent the baking industry on the Business Advisory Council on the invitation of Charles Sawyer, secretary of commerce. This council is a group of industry leaders which informs the government on problems and trends. The late M. Lee Marshall of the Continental Baking Co., New York, preceded Mr. Morrison on the council. Harry Zinsmaster, Zinsmaster Bread Co., Duluth, Minn., was the representative before that.

Flour Sales Summaries from Leading Markets

Prices reported in The Northwestern Miller's market reviews are for flour packed in 100-lb. cotton sacks unless otherwise specified. Mill list prices are quoted in the principal manufacturing centers and sales prices in the larger distributing centers. They represent average wholesale levels and do not take into account high or low extremes at which occasional individual sales may have been made. Except as noted, the price situation reported in these columns is that of the day preceding publication.

Southwest

Kansas City: Aided by a short, intensified period of selling activity, volume of flour business in the Southwest bounded up sharply last week. Sales in the area averaged 131% of capacity, compared with 27% the preceding week and 30% a year ago.

A decline in the wheat market which in many instances extended to the lowest point of the crop year touched off the run of flour sales. The drop in wheat costs enabled mills to complete 120-day bookings with several chain bakers, and at the same time a large number of smaller sales were closed.

The bulk of the new business was completed Oct. 18-19. Later hedging activity in the basic future found new support in the pit, and flour prices turned higher. This action tended to cut off any new business, and southwestern flour markets have again lapsed into dullness.

Completion of coverage of the current 120-day shipping period by two national chain bakers and a flurry of smaller lot sales at the same time created one of the most active 24-hour sales periods of the crop year for mills in this area. The busy period for bakery flour transactions began on the afternoon of Oct. 18 when one chain bought about 30 days' requirements to add to approximately 90 days which were already on mill books. Overnight Oct. 19 the other chain came in to duplicate the sales of the preceding day. Meanwhile, numerous smaller chains and independent bakers purchased amounts varying between small carlot orders and 10,000 to 15,000 sacks apiece. Total quantity of hard winters booked over the 24-hour period was over a million sacks. Prior to the burst of business the tenor of the market was about the same as in preceding weeks, mills being able to book anywhere from 25% to 50% of capacity each day. Subsequently the wheat market has shown new strength and business has died down to a bare trickle.

Some family flour business also was accomplished at midweek, but it constituted only a minor portion of the selling. The adverse cotton crop continues to be a predominant factor in influencing the slow southern demand.

Export business was reduced. A few token amounts of .5% ash flour were booked with Dutch agents early last week, but very few mills were able to come down to meet the price at which the Dutch were displaying interest. The gap between buyer and seller continues to exist, and since Oct. 16 no new business has been reported.

Shipping directions picked up in this area last week, and Kansas City mills were able to produce the largest quantity of flour in any week since last July. Output was 85% of capacity, compared with 72% the preceding week and 79% a year ago.

Quotations, Oct. 21, carlots, Kansas City, cottons: hard winter bakery short patent $5.35@5.45, standard 95% patent $5.20@5.30, straight $5.15@5.20; established brands of family flour $6@6.75, first clears $4.35@4.65, second clears $4@4.15, 1% ash clears or higher $4.80@4.90; soft wheat short patent $6.60@6.80, straight $5.20@5.30, cake flour $5.85@6.25.

Ten mills report domestic business fair, 2 quiet, 7 slow, 3 dull.

Hutchinson: Volume of new flour business for mills of this region last week was light to moderate. Some interest generated on a mid-week downturn to produce most of the business. Bookings were uniformly small, however. Shipping directions continued slow, and mills were plagued with a car shortage which delayed shipments 24 hours or more frequently. Quotations, Kansas City basis: family patent $5.85@5.95, bakers patent $5.15@5.25, standard $5.05@5.15.

Wichita: Mills operated 4½ days at capacity last week. Domestic sales averaged 78%, compared with 75% the previous week and 83% a year ago. No export sales were reported. Shipping directions were fair to good. Prices Oct. 21 were unchanged, compared with the preceding week.

Salina: Demand for flour showed some improvement the past week with prices about 10¢ sack lower. Shipping directions were only fair.

Texas: Demand last week continued dull, with sales running 15 to 20% of capacity. Sales were confied to small lots for nearby shipment, both family and bakers flour. This is at about the same rate as the previous week. Running time was three to four days. Prices were unchanged on family flour but about 10¢ sack lower on bakers flour and on clears. Quotations Oct. 21: family extra high patent $6.50@6.70, high patent $6.20@6.40; standard bakers unenriched $5.60@5.80; first clears, unenriched $4.60@4.70, delivered Texas common points.

Northwest

Minneapolis: Sales improved somewhat over the previous week, but total volume was well below the amount sold earlier in the month.

Prices were adjusted downward in line with the easier wheat market, and moderate buying interest developed toward the end of the week when the market turned stronger and it was announced quotations would be advanced. Coverage was not extensive, however, and sales were limited to scattered small lots.

The attention of buyers was focused largely on offerings of hard winters in the Southwest. Sales of winters had been lagging during the period when springs were being bought in substantial amounts.

On the average, buyers are covered to the end of the year, a shorter-term arrangement than usual for this period in the marketing season.

Sales by spring wheat mills last week averaged 58.3% of six-day capacity, compared with 47.3% the previous week and 30% a year ago. Shipments from mills averaged 63.3%, compared with 63.8% the preceding week.

Operating schedules of mills were trimmed rather sharply because of a lag in shipping directions, with output at Minneapolis at 71% of capacity, compared with 82% the previous week and 81% a year ago. For the entire Northwest, production averaged 67% of capacity, compared with 73% the preceding week and 75% in the corresponding period in 1949.

Family flour trade was slow, with prices unchanged from the previous week.

Quotations Oct. 23 varied only slightly from those of a week earlier, although the spread between standard patents and high glutens narrowed about 10¢ because of a drop in high protein wheat premiums at Minneapolis.

Quotations Oct. 23: Standard patent $5.50@5.85, short patent $5.70@5.95; high gluten $6@6.45, established brands of family flour, enriched $6.70@6.90, first clear $5.55@6.30, whole wheat $5.60@5.85.

Interior Northwest Mills: Sales were reported slow, with directions fair to good. Production last week averaged 65% of six-day capacity compared with 68% the previous week and 71% a year ago.

Central West

Chicago: Improved flour demand was reported, and numerous sales of springs, hard and soft winters were made. Sales as a rule, were not of large size, but there were many orders of two, three and four cars, and some where for 3,000 to 5,000 sacks, for 120-day delivery. It is also reported that considerable flour was sold during the American Bakers Assn. convention, held in Chicago last week. Prices were down from the previous week. Directions were hard to get.

Family flour prices dropped 10¢ but business was slow. Deliveries improved some and were fairly good.

Quotations Oct. 21: spring top patent $5.70@5.92, standard patent $5.60@5.80, first clear $5.55@5.87, family flour $7.15; hard winter short patent $5.40@5.58, 95% patent $5.30@5.48, first clear $5.05@5.15, soft winter short patent $6@6.65, standard patent $5.10@6.30, first clear $5@5.80.

Toledo: Flour business continues to be of a rather routine character. No notable improvement in sales has been reported, but sales and directions last week were sufficient to maintain the recent rate of operations. The shortage of boxcars continues to plague millers, but operations are being maintained in most cases, with occasional shutdowns for short periods. After some weakness and decline of bids to as low as $1.96 bu. for No. 2 soft red wheat, the bid at Toledo, 41½¢ rate points to New York, got back to $2 Oct. 20, equivalent to 23¢ under the Chicago December future—a continuation of very liberal discounts.

St. Louis: Local mills advise new sales to be moderately good but that shipping instructions have been poor, with a good demand for clears.

Elsewhere in the central states weakness in the futures and cash wheat premiums have enabled mills to reduce prices sufficiently to attract interest from both the bakery and jobbing trades. Sales of hard wheat and spring wheat flour were made to a scattered territory in the

Sales Under Wheat Agreement

1950-51

Importing countries	Guaranteed purch. bu.	Exporting countries—Total sales, 1,000 bu.: United States*: Wheat	United States*: Flour	United States*: Total	Australia†	Canada†	France†	Total
Austria	11,023	1,437		1,437				1,437
Belgium	29,399	2,393	1	2,394		3,979		6,373
Bolivia	2,744		713	713		374		1,117
Brazil	13,228	1,817		1,817		377	1,472	3,664
Ceylon	6,409				2,903			2,904
Costa Rica	1,212		199	199		172		371
Cuba	7,422	13	481	489		1,453		1,944
Denmark	1,417							
Dom. Republic	735		78	78		197		2[illegible]
Ecuador	1,284		144	184		288		424
Egypt	14,697				10,143			10,143
El Salvador	404	13	338	338		83		443
Germany	64,139	16,351		16,351				16,351
Greece	15,726							
Guatemala	919		113	113		84		197
Haiti	1,928		38	28		114		142
India	28,797	2,199		2,199	14,089			16,178
Ireland	10,104				1,887	2,489		4,355
Israel	4,879	345	222	569	739	1,745		3,053
Italy	60,418	5,213	481	2,786		3,483		6,199
Lebanon	2,084		5	5		61		64
Liberia	27					8		8
Mexico	9,188	4,087		4,097				4,087
Netherlands	27,559	5,878	1,378	6,946	2,341	166		9,259
New Zealand	4,583				4,599			4,599
Nicaragua	231		188	188		123		311
Norway	7,714	777	783	1,549	1,129	1,027		4,217
Panama	625		32	32		102		134
Peru	6,112	2,100	81	2,181	1,237	2		3,420
Philippines	7,291		483	483		391		794
Portugal	5,626	1,684	506	2,190	172	119		2,481
Saudi Arabia	1,837	37	494	441	154	33		628
Spain	8,474					246		24[illegible]
Sweden	2,764				659			659
Switzerland	6,439	1,712		1,712		2,016		3,728
Un. of S. Africa	11,023					4,215		4,215
U. K.	177,088	3,184	242	3,426	14,818	29,481		47,776
Venezuela	8,248	5	242	247		953		1,200
Total	537,387	64,996	7,355	72,351	74,085	56,431	1,479	144,227
Guaranteed quantities (exporting countries)				229,084	91,412	219,965	3,819	537,387
Balance				174,733	16,727	163,484	2,340	353,780

*Sales confirmed by CCC through Oct. 17, 1950.
†Sales recorded by Wheat Council through Oct. 13, 1950.

SUMMARY OF FLOUR QUOTATIONS

Week-end flour quotations, in sacks of 100 lb. (Canadian quotations in barrels of 196 lb.) All quotations on basis of carload lots, prompt delivery:

	Chicago	Mpls.	Kans. City	St. Louis	Buffalo
Spring family	[illegible]	[illegible]	$...@...	$...@...	[illegible]
Spring top patent	[illegible]	...@...	...@...	...@...	...@...
Spring high gluten	...@...	[illegible]	...@...	...@...	[illegible]
Spring short	...@...	[illegible]	...@...	[illegible]	[illegible]
Spring standard	[illegible]	[illegible]	...@...	[illegible]	[illegible]
Spring first clear	[illegible]	[illegible]	...@...	[illegible]	[illegible]
Hard winter family	...@...	...@...	[illegible]	[illegible]	...@...
Hard winter short	[illegible]	...@...	[illegible]	[illegible]	...@...
Hard winter standard	[illegible]	...@...	[illegible]	[illegible]	[illegible]
Hard winter first clear	[illegible]	...@...	[illegible]	[illegible]	[illegible]
Soft winter family	...@...	...@...	...@...	[illegible]	...@...
Soft winter short patent	[illegible]	...@...	[illegible]	[illegible]	[illegible]
Soft winter standard	[illegible]	...@...	...@...	...@...	...@...
Soft winter straight	...@...	...@...	[illegible]	[illegible]	[illegible]
Soft winter first clear	[illegible]	...@...	...@...	...@...	[illegible]
Rye flour, white	[illegible]	[illegible]	...@...	[illegible]	[illegible]
Rye flour, dark	[illegible]	[illegible]	...@...	[illegible]	[illegible]
Semolina, standard	[illegible]	[illegible]	...@...	[illegible]	[illegible]

	New York	Phila.	Boston	Pittsburgh	Atlanta
Spring family	$...@...	[illegible]	$...@...	[illegible]	$...@...
Spring high gluten	[illegible]	[illegible]	[illegible]	[illegible]	...@...
Spring short	...@...	[illegible]	[illegible]	[illegible]	...@...
Spring standard	[illegible]	[illegible]	[illegible]	[illegible]	...@...
Spring first clear	[illegible]	[illegible]	[illegible]	[illegible]	...@...
Hard winter short	[illegible]	[illegible]	[illegible]	[illegible]	...@...
Hard winter standard	[illegible]	[illegible]	[illegible]	[illegible]	...@...
Soft winter family	...@...	...@...	[illegible]	...@...	...@...
Soft winter straight	[illegible]	...@...	[illegible]	...@...	...@...
Soft winter standard	...@...	[illegible]	...@...	...@...	...@...
Rye flour, white	[illegible]	...@...	[illegible]	[illegible]	...@...
Rye flour, dark	...@...	...@...	...@...	[illegible]	...@...
Semolina, standard	[illegible]	...@...	...@...	[illegible]	...@...

	Seattle	Los Angeles		Toronto	**Winnipeg
Family patent	[illegible]	$...@...	Spring top patent	$...@...	[illegible]
Bluestem	[illegible]	...@...	Spring second patent	...@...	[illegible]
Bakery grades	[illegible]	...@...	Spring first clear	...@...	...@...
Pastry	[illegible]	...@...	Ontario soft winters	...@...	...@...

**In cottons, Fort William basis.

SUMMARY OF MILLFEED QUOTATIONS

Week-end millfeed quotations, summarized from the market reviews, are based on carload lots, prompt delivery, in tons, packed in 100-lb. sacks, f.o.b. at indicated points.

	Chicago	Minneapolis	Kansas City	St. Louis	Ft. Worth
Spring bran	[illegible]	[illegible]	$...@...	$...@...	$...@...
Hard winter bran	...@...	...@...	[illegible]	...@...	...@...
Soft winter bran	...@...	...@...	...@...	[illegible]	[illegible]
Standard midds.*	[illegible]	[illegible]	...@...	...@...	...@...
Flour midds.†	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Red dog	[illegible]	[illegible]	...@...	...@...	...@...

	Buffalo	Philadelphia	Boston	Pittsburgh	Atlanta
Spring bran	[illegible]	[illegible]	[illegible]	[illegible]	$...@...
Standard midds.*	[illegible]	[illegible]	[illegible]	[illegible]	...@...
Flour midds.†	[illegible]	...@...	...@...	[illegible]	...@...
Red dog	[illegible]	[illegible]	[illegible]	[illegible]	...@...

	Spring bran	Shorts	Middlings
Toronto	$...@...	$...@...	$...@...
‡Winnipeg	[illegible]	[illegible]	...@...

*Brown shorts. †Gray shorts. ‡Fort William basis.

UNITED STATES VISIBLE GRAIN SUPPLY

Visible supply of grain in the U.S. as compiled by the secretary of the Chicago Board of Trade in bushels (000's omitted) on Oct. 14, and the corresponding date of a year ago:

	Wheat 1950	Wheat 1949	Corn 1950	Corn 1949	Oats 1950	Oats 1949	Rye 1950	Rye 1949	Barley 1950	Barley 1949
Baltimore	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Boston	[illegible]	[illegible]								
Buffalo	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Afloat	[illegible]	[illegible]	[illegible]			[illegible]		[illegible]		[illegible]
Chicago	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Duluth	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Enid	[illegible]	[illegible]		[illegible]		[illegible]				
Ft. Worth	[illegible]	[illegible]	[illegible]		[illegible]	[illegible]	[illegible]		[illegible]	
Galveston	[illegible]	[illegible]	[illegible]	[illegible]				[illegible]		[illegible]
Hutchinson	[illegible]	[illegible]								
Indianapolis	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]			
Kansas City	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	
Milwaukee	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Minneapolis	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]		[illegible]	[illegible]
New Orleans	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]		[illegible]		[illegible]
New York	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]				
Afloat	[illegible]	[illegible]			[illegible]					
Omaha	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]		[illegible]	
Peoria	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]		[illegible]	[illegible]	[illegible]
Philadelphia	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Sioux City	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]		[illegible]	[illegible]
St. Joseph	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]		[illegible]	[illegible]	[illegible]
St. Louis	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]		[illegible]	
Wichita	[illegible]	[illegible]		[illegible]					[illegible]	[illegible]
Lakes		[illegible]	[illegible]							
Canals	[illegible]	[illegible]								
Totals	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]

GRAIN FUTURES—CLOSING PRICES

Closing grain futures quotations in leading markets, in cents per bushel:

WHEAT	Minneapolis Dec.	Minneapolis Mar.	Chicago Dec.	Chicago Mar.	Chicago May	Chicago July	Kansas City Dec.	Kansas City May	Kansas City July	Flaxseed Minneapolis Oct.	Flaxseed Minneapolis Dec.
Oct. 16	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Oct. 17	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Oct. 18	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Oct. 19	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Oct. 20	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Oct. 21	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]

	CORN Chicago Dec.	CORN Chicago Mar.	RYE Chicago Dec.	RYE Chicago May	RYE Winnipeg Oct.	RYE Winnipeg Dec.	RYE Minneapolis Dec.	RYE Minneapolis May	OATS Chicago Dec.	OATS Chicago Mar.	OATS Minneapolis Dec.	OATS Minneapolis May
Oct. 16	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Oct. 17	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Oct. 18	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Oct. 19	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Oct. 20	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Oct. 21	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]

best volume of recent weeks. Prices are more than 10¢ under a week ago and closely approach the low level of purchases made earlier on the crop and sufficiently low to persuade buyers to contract for the full 120-day period. Mill operations have been good and as steady as any time on the crop. Clears have maintained a firm price, with the exception of the high ash clears which have been difficult to move.

Quotations Oct. 21, in 100-lb. cotton sacks: family top soft patent $6.10, ordinary $5.25, top hard $6.85, ordinary $5.40; bakers soft winter short patent $6, cake $6, pastry $5, soft straights $5.15, clears $4.55; hard winter short patent $5.65, standard patent $5.40, clears $4.95; spring wheat short patent $5.90, standard $5.80, clears $5.70, low protein clears $4.80.

East

Buffalo: Purchases of flour by two large chain bakeries turned the picture of the flour market in this area completely around during the latter part of last week. The two chains are reported to have bought quite heavily, taking up to 120-day supplies. One of the purchasers supplied its needs mostly from this area, while the other bought in the Midwest. Local bakers sense the demand, and some better sales to this trade were reported by the mills.

Prices tended to shade off earlier in the week but firmed the latter part and were holding steady at the end.

Quotations Oct. 21: spring family $7.30@7.35, high glutens $6.70@6.75, standard $6.25@6.35, short patents $6.10@6.15, first clears $6.10@6.15; soft winter short patents $5.60@5.75, straights $5.35@5.40, first clears $4.65@4.70; hard winter standards $5.90@6, hard first clears $5.60@5.70.

New York: Except for purchases by two chain bakers, flour buying was small. Jobbers and smaller bakers showed no interest in view of their purchases of about a week ago which have amply filled their current needs, and even shipping directions have slowed down following poor consumption of baked goods.

Substantial quantities of hard winter wheat flour covered the needs of one large baker well into February, and another purchased two-week needs from the same area. Other buying of southwesterns was light, even though prices have dropped to a more normal relation with springs. Clears from both sections seemed to have tightened again. Although minor quantities were sold around $6@6.10, other mills were still firm to 15¢ higher.

Fair sales of Pennsylvania cake grades were distributed among the smaller bakers, but high ratios were dull and the larger trade was disinterested. Prices generally were about 5¢ lower on all flours.

Quotations Oct. 21: spring high glutens $6.70@6.80, standard patents $6.10@6.20, clears $6.05@6.25; southwestern short patents $5.95@6.10, standard patents $5.75@5.90; high ratio soft winters $6.25@7.05, straights $5.15@5.75.

Pittsburgh: The first of the week price recessions in bakers hard Kansas patents reached down to almost the prices quoted in July. However, the reaction was disappointing and only a small volume of buying resulted, most bakers having covered in July. Spring wheat patents also experienced an extremely dull week. Late in the week flour prices showed an upward trend. Retail bakers still complain about the drop in average sales.

Subsidy Rates Under Wheat Agreement

(In cents per bushel)

	Oct. 17	Oct. 18	Oct. 19	Oct. 20	Oct. 23
To July 31, '51:					
Gulf*	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Gulf†	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Gulf‡	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
East Coast	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
West Coast	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]

*Gulf to all of Europe, Mediterranean, Middle East, all of Africa and adjacent islands.
†Gulf to Far East and adjacent areas.
‡Gulf to Latin America, West Indies and Mexico.

Pastry and cake flours continued to be bought in meager amounts to cover immediate needs. Directions on flour are only fair. Family flour sales also lagged, with retail grocers stating sales were influenced the past week by the extremely hot weather. Wholesale grocers and jobbers showed no interest in adding to their stocks of family flour in any sizable amounts. Flour brokers and jobbers are agreed that national and international political events are causing their prospective flour buyers to show caution until after the November elections.

Quotations Oct. 21: hard Kansas bakers standard patent $5.68@5.79, medium patent $5.76@5.89, short patent $5.83@5.99; spring wheat standard patent $6.10@6.30, medium patent $6.20@6.40, short patent $6.30@6.50, clears $6.03@6.37, high gluten $6.73@6.90; family flour, advertised brands $7.35@7.60, other brands $6.65@7.25, pastry and cake flours $5.55@6.75; Pacific Coast pastry flour $6.22.

Boston: The local flour market ambled through another dull and uninteresting week, with trading just about at a standstill. However, at the end of the week reports of substantial sales in other parts of the country to the larger baking interests stimulated some activity here, although most of it was still in the inquiry stage. Quotations were generally easier.

While there were some signs of buying interest at the close of the week, a good many of the operators held to the position of awaiting possible price declines before entering the market. Some of the smaller users were reported to be nearing a dangerously low point in inventories, a factor which will certainly promote some action in the near future.

Quotations Oct. 21: spring short patents $6.27@6.37, standards $6.07@6.17, high gluten $6.67@6.77, first clears $6.17@6.27; hard winter short patents $5.97@6.07, standards $5.77@5.87; Pacific soft wheat flour $6.17@6.42; eastern soft winter straights $5.17@5.77, high ratio $6.27@6.97, family $7.44@7.47.

Philadelphia: With the majority of bakers and jobbers in this area pretty well covered on their nearby flour needs, the local market is suffering from a lack of buying interest and dealings are at a leisurely pace at best. Prices have developed a rather easy undertone.

The tendency to ignore the downward adjustment in quotations is ascribed to the fact that the retrogression thus far has carried flour costs only back to the levels where most purchasers placed orders during the flurry of activity a week or so earlier.

Since most of the heavier users of the commodity are booked for an average of 60-day coverage, it is reasoned that a further setback in the market would be necessary to stimulate any new flow of buying orders. Right now the trade is in the com-

fortable position of being able to sit back and await later developments.

Millers are reported to be pressing for shipping directions, citing the difficulty in locating boxcars and telling bakers it is advisable not to permit stocks on hand to reach too low a level.

The expected shot-in-the-arm which growing employment in industry and the higher wage scales under new labor contracts were expected to provide by now are still in the future stage. Retail demand for bakery products, particularly sweet goods, is said to be decidedly subnormal for this period of the year.

Quotations Oct. 21: spring family $7.60@7.85, high gluten $6.85@6.95, short patent $6.30@6.40, standard patent $6.20@6.30, first clear $5.95@6.10; hard winter short patent $6@6.10, standard $5.90@6; soft winter standard $4.55@4.85.

South

New Orleans: There was a slight improvement on flour sales early in the week when prices worked slightly lower. The volume, however, was far from heavy, although a noticeable increase in interest for 120-day shipment developed and a few sales were made. Generally, buyers' price ideas were not acceptable to the mills and ranged 10@15¢ under the mill prices. This was particularly true of hard winters.

A rather general interest was evident for prompt and shipment through December on all types, although the quantities were only moderate. Hard winters enjoyed the bulk of the business. Northern springs and soft winters were rather quiet, and buyers did not appear to be anxious to add to their present bookings on northern springs since prices were still slightly above their former contract prices. Bread bakers and jobbers formed the best outlet.

Cookie and cracker bakers seem to be content to carry on without adding to their present contracts and sales to this type of trade were very slow. Whatever little business was done went to the central states soft winters. Cake flour sales continue to show a little improvement, reflecting the slightly better production of cake bakers. Shipping directions are showing a slight let-up following a few weeks of fairly heavy directions. Stocks on hand are a little heavier than normal. Export sales on flour continue dull.

Quotations Oct. 21, packed in 100-lb. multiwall paper bags: hard winter bakery short patent $5.45@5.55, standard $5.30@5.45, first clear $4.60@4.80; spring wheat bakery short patent $6.10@6.25, standard $5.90@6.05, first clear $5.80@5.95; high gluten $6.50@6.75, soft wheat short patent $5.55@5.80, straight $5.05@5.30, first clear $4.20@4.50; high ratio cake $5.80@6.20; Pacific Coast $6.55@6.65, pastry $5.90@6.05; shipments by barge from Minneapolis approximately 20¢ a sack less.

Pacific Coast

Seattle: Prices were down a bit during the week, but at the close sellers stated current lists would not stay at present levels, due to sharp advances in wheat. Demand was said to be steady, with domestic business fairly well booked ahead and a limited volume of export business. Quotations: family patent $6.70, bluestem $6.18, bakery $6.30, pastry $5.88.

Portland: Flour mill operations have increased, with some chain stores buying as current wheat prices remain at a low level. Smaller buyers are taking on bookings for nearby. The export field still shows little improvement, with army buying and some Philippine bookings providing some grind for a few of the mills. Mills that did not participate are not doing so well. Altogether, the milling picture in the Pacific Northwest is not satisfactory.

Quotations Oct. 21: high gluten $6.55, all Montana $6.32, bluestem bakers $6.16, cake $6.80, fancy hard wheat clears $6.25, pastry $5.98, whole wheat 100% $5.95, graham $5.65, cracked wheat $5.65.

Canada

Winnipeg: Export business in Canadian flour last week reached the largest total for some time, when almost 750,000 bbl. was worked for overseas destinations. The U.K. was by far the biggest buyer and took well over 600,000 bbl. Class 2 sales totaled a little less than 37,000 bbl. for Hong Kong, Iceland, Venezuela and Japan. The remainder of the bulk total was sold to International Wheat Agreement countries, including Trinidad, Peru, Cuba, Costa Rica, Guatemala, Dominican Republic and Venezuela.

Domestic trade is on a moderate scale, and this combined with the increased export orders, particularly for U.K. account, are keeping mills operating close to capacity. Milling company officials expect the present production level to continue at least until the end of 1950.

Stocks are moving freely, and millers are apparently getting sufficient high grade wheat to meet their requirements at the present time. There is no indication yet what percentage of No. 4 northern will be used in the 1950-51 grist. This will depend largely on the type of No. 4 northern coming forward from Saskatchewan and Alberta.

Quotations Oct. 21: top patent springs for delivery between Fort William and the British Columbia boundary ranged from $11.10@11.30 cottons, second patents $10.60@10.80, second patents to bakers $10.10@10.30.

Vancouver: Flour export houses working from this port continued to keep a very close eye on developments across the Pacific last week. While some business was done, the total was not large.

There was no definite word that the business with Ceylon had been closed. This order, for 15,000 tons of flour and 900 tons of millfeed, came to Canadian mills some weeks ago, but Ceylon buyers later asked exporters to submit new offers based on the lowest IWA wheat prices.

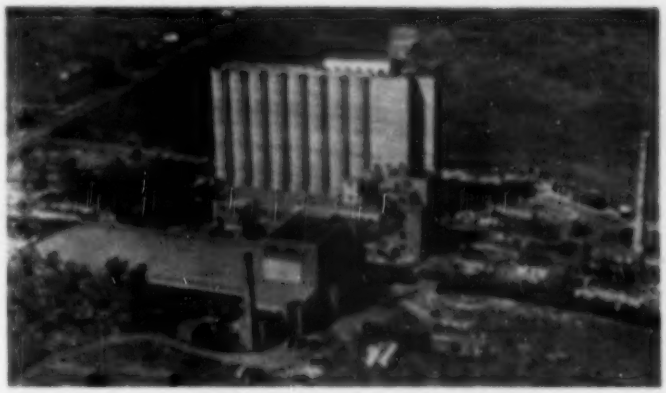
Cables from Manila indicate that the new organization set up by the Philippine government to replace PRATRA in the handling of flour imports, is beginning to function but very little is known as to its actual character. Details as to the quantities for which the new organization will issue import permits have not been revealed, but it is generally accepted that the islands need a minimum of 518,000 sacks a month. Another point which is causing concern to Canadian mills is the rumor that the new organization will allow only enriched flour to enter Manila. Canadian mills have been enriching flour for the U.K. for some time but for no other country. If the report is correct, mills here would have to have a new set-up, possibly along the lines of American mills' enriching process.

There have been sold small orders worked to Hong Kong, but the market there is reported very low because importers were forced to dispose of surplus stocks at prices well below replacement values and are seeking new low quotations to help them out of their financial difficulties.

Some small orders were worked to Japan but whether these were for use of the armed forces is not known. No new interest is being displayed by Formosa.

Latest advices here indicate that old country buyers who placed two substantial flour orders with Canadian mills a short time ago have now decided to exercise their option and move the bulk of this flour through eastern Canadian ports.

There continues to be little change in domestic flour trade. Prices are holding unchanged, and sales are only fair, especially through stores. For hard wheat grinds, cash car quotations: first patents $11 in 98's cottons; bakers patents $9.70 in paper bags and $10.15 in cottons; western cake and pastry flour to the trade $10.95@11.35.



NEW A-D-M SOYBEAN PLANT—Formal dedication of the Archer-Daniels-Midland Co.'s new soybean processing plant at Mankato, Minn., took place Oct. 17. Sen. Edward J. Thye of Minnesota delivered the dedicatory address. Other speakers included T. L. Daniels, company president, and P. L. Kimble, head of A-D-M's new consolidated feed division. The new plant, which consists of five buildings, is the largest soybean processing plant in Minnesota. Annual capacity is three million bushels of soybeans, equivalent to 67,000 tons of 44% soybean oil meal. Storage for 1,100,000 bu. soybeans is provided by 150-ft. high concrete tanks. A three-story preparation building houses heavy processing equipment, and a five-story extraction plant houses facilities for removal of the oil. Other structures include a boiler house, warehouse and office building. This is A-D-M's fifth soybean processing plant.

Millfeed

Minneapolis: The millfeed market is dull, with prices for all types but bran off $1@1.50 ton. Bran quotations are unchanged from a week ago. The formula feed trade has been slow recently, and demand from mixers is limited. However, because of reduced mill operations pressure of offerings is not heavy. Quotations Oct. 23: bran $43, standard midds. $45, flour midds. $55, red dog $62.

Duluth: Demand was steady last week, the trend was unchanged and supplies were adequate; quotations: pure bran $43.50, standard bran $42.50, standard midds. $45.50, flour midds. $56.50, mixed feeds $46.50, red dog $63.

Kansas City: Only moderate demand existed for bran and shorts this week at Kansas City. Production was on the upturn, creating sufficient supplies to meet the demand. The market was a shade easier at $40@40.50 sacked, Kansas City, for bran, and $45.75@46.25 sacked, Kansas City, for shorts Oct. 23.

Hutchinson: Limited operations last week enabled mills easily to dispose of feed output, though getting cars in which to ship the millfeed was a problem all week. Interest in bran quickened and prices stiffened, while shorts declined $1.25 ton. Quotations, Kansas City basis: bran $40.50@41, gray shorts $46@46.50.

Salina: Demand was good with bran $1 ton lower and shorts $2 ton lower. Supplies were adequate. Quotations, basis Kansas City: bran $40@40.50, gray shorts $46.50@47.

Ft. Worth: Quotations Oct. 21: bran $47@48, gray shorts $56@57, delivered Texas common points, unchanged on bran but about $2 lower on shorts compared with the week previous. Demand was not urgent but was sufficient to absorb all offerings.

Wichita: Millfeed demand was fair last week. Offerings were sufficient to meet the demand. Quotations, basis Kansas City, Oct. 21: bran $41, shorts $46.50; bran advanced 50¢ ton and shorts declined $2 ton, compared with the preceding week.

Chicago: Bran $46@46.50, standard midds. $48.50@49.50, flour midds. $59, red dog $65.50@67.50. Demand is slightly improved and supplies are adequate.

St. Louis: There is a little better demand for millfeed, with offerings light. Bran $45@45.25, shorts $51@51.25, St. Louis.

Toledo: Prices and demand are rather steady. Supplies are moving into consumption with no backing up. Soft winter wheat bran was quoted Oct. 21 at $47 and standard midds. at $58, f.o.b. mill.

Buffalo: Bran and middlings prices held steady to firm last week, with a slightly lower tendency coming into the price picture during the latter part of the week. Some heavy flour buying both in the East and the Midwest turned the picture slightly bearish. Standard bran $49@50, standard midds. $51@52, flour midds. $66.50@69, red dog $69@70.50.

Boston: Millfeeds were irregularly lower in the Boston market, with most of the activity limited to minimum sized lots. Extreme declines in most instances were somewhat reduced at the close induced principally by a more active inquiry for replacement needs. Quotations Oct. 21: spring bran $54@54.50, middlings $56@57, mixed feeds $58, red dog $78.

Philadelphia: The local millfeed market is exhibiting an easy undertone at the moment, with buyers de-

WANT ADS

Advertisements in this department are 10¢ per word; minimum charge, $1. Add 10¢ per insertion for forwarding of replies if keyed to office of publication. (Count six words for signature.) Situation Wanted advertisements will be accepted for 5¢ per word, $1 minimum. Add 10¢ per insertion for keyed replies. Display Want Ads $6 per inch per insertion. All Want Ads cash with order.

MACHINERY WANTED

WANTED TO BUY — RICHARDSON scales, bag closing machines and other good mill, feed and elevator equipment. J. E. Hagan, 1111 E. High, Jefferson City, Mo.

ferring purchases in the knowledge that the supply situation is very comfortable. Dealers foresee no appreciable pickup in demand for another month unless the weather man is in error in predicting that the area is due for a warm November. The Oct. 21 quotation on standard bran is unchanged from that of the previous week at $57, while standard midds. dropped $1 to $59, and red dog shows no variations at $75.

Pittsburgh: Demand for bran and middlings was only fair last week. There were ample offerings. Pastures were exceptionally green, a factor of the drop in sales. Both retailers and wholesalers limited purchases to immediate needs. Quotations, f.o.b. Pittsburgh points: bran $53@54.60, standard midds. $56.60@56.75, flour midds $64.10@67.10, red dog $73.10@75.10.

New Orleans: Demand continues fairly good on bran, while most feed mixers and jobbers are well stocked up with shorts purchased during the recent decline in prices. Offerings are rather limited, with prices up slightly and a firmer tone to the market. Middlings are in good demand, and offerings are sufficient. Bran $50.50@51, shorts $56@56.50, rye midds. $52.50@55.

Seattle: The market was firmer last week, with heavy consumption encouraged by lower prices. Thus millers found good demand for their current production and moved up their prices. Spot was quoted at $46 delivered common transit points, November at $47, and December at $48. Demand was good, and further advances were said to be in the offing, particularly on the strength of a stronger market in California.

Portland: Mill run $46, middlings $52 ton.

Ogden: Millfeed prices continued weaker last week, with demand exceeding supplies and mills booked well into November. Demand to the West Coast was weak, with turkeys being marketed and feeding lagging in mild weather. Plants are working to capacity six days per week. Quotations: red bran and mill run $45, middlings $49; to Denver: red bran and mill run $52, middlings $56; to California: red bran and mill run $52.50, middlings $56.50, f.o.b. San Francisco and Los Angeles.

Winnipeg: Demand continues good for all types of millfeed, and supplies are moving eastward fairly free, as buyers in Ontario and Quebec continue to take most of the production from mills in western Canada. There was no indication of export business. Quotations: Manitoba, Saskatchewan and Alberta bran $46, shorts $51; small lots ex-country elevators and warehouses $3 extra.

Vancouver: Prices last week continued to hold steady after the recent break. Offerings from prairie mills continued heavy, but domestic demand was generally slow and limited mainly to the use of millfeed in mashes. Cash car quotations: bran $53@54, shorts $55@57, middlings $68@71.

Rye

Minneapolis: Demand remains quiet and directions are lagging. Quotations Oct. 23: white rye $4.25@4.55, medium rye $4.05@4.20, dark rye $3.40@3.75.

St. Louis: Sales and shipping directions remain fair. Pure white $4.91, medium $4.71, dark $4.16, rye meal $4.41.

Philadelphia: Demand for rye flour is reported to have expanded somewhat in the past week. Bakers are still exhibiting an extreme price-consciousness, however, with only small quantities involved in the broader flow of orders. The Oct. 21 quotation on rye white of $4.85@4.95 is unchanged from that of the previous week.

Pittsburgh: Rye flour sales were generally slow last week. Prices seemed a factor in limiting sales to only immediate needs. Quotations, f.o.b. Pittsburgh points: pure white No. 1 $4.78@4.95, medium $4.53@4.75, dark $3.67@4.20, blended $6.15@6.25, rye meal $4.28@4.45.

Buffalo: Rye flour demand last week was fair to better than in the preceding week. Prices on all grades were shaded as much as 10¢, and some bakers who were beginning to run low on supplies took a fair-sized amount. Cooler weather is stimulating the demand somewhat. Quotations: white rye $5@5.10, dark rye $4.30@4.35, medium rye $4.80@4.90.

New York: Rye flour sales last week were spotty. Only small fill-in lots were sold even where prices were attractive. Pure white patents $4.70@4.85.

Chicago: Only scattered small sales of rye flour were reported last week. Directions were fair. White patent rye $4.40@4.45, medium $4.20, dark $3.40@3.80.

Portland: White rye $6, pure dark rye $5.10.

Oatmeal

Winnipeg: Oatmeal and rolled oats trade is moderate. Demand will improve with colder weather, and it is anticipated that export business will increase as the winter season approaches. Prices continue firm. Quotations Oct. 21: rolled oats in 80-lb. sacks $5.05@5.25 in the three prairie provinces, oatmeal in 98-lb. sacks $6.05@6.25.

Minneapolis: Bulk rolled oats were quoted at $5.73 Oct. 23; 20-oz. packages $3.35, 48-oz. packages $3.60.

MILL EXECUTIVE COMES TO HER AID

KANSAS CITY — How a Kansas milling executive came to the aid of a 15-year-old Oklahoma farm girl who had hopes of winning an American Royal Livestock and Horse Show grand championship for her brother who died in World War II was a behind-the-scenes story at the show in Kansas City last week. The girl, Minnie Marie Hopkins of Sayre, Okla., had planned to show a steer, George Bob, in the American Royal because her brother Benny, in his last letter home before being killed in 1945, had written, "Sister and I are going to win a grand championship at the American Royal." Two weeks ago the steer accidentally ate some insect powder and died. A sympathetic observer of the youthful exhibitor's plight was John J. Vanier, president of the Western Star Mill Co., Salina, and other milling interests, and owner of the C-K Hereford Ranch, Brookville, Kansas. He immediately had a six-week-old purebred Hereford calf flown from his ranch to Kansas City, and the animal was presented to Minnie Marie as a gift.

N. Y. CHAMBER HONORS M. LEE MARSHALL

NEW YORK—A tribute to the late M. Lee Marshall was paid by the New York State Chamber of Commerce Oct. 5. A resolution introduced by George H. Coppers, president of the National Biscuit Co. and chairman of the executive committee of the chamber, reviewed Mr. Marshall's career culminating in the chairmanship of the board of Continental Baking Co. and his service in key positions in vital federal agencies. Mr. Marshall had been an active member of the Chamber of Commerce for 20 years, serving as member at large of the executive committee and on various other groups.

ABA BRANCHES PROTEST CHINESE EGG IMPORTS

CHICAGO — Both the wholesale cake and wholesale pie branches of the American Bakers Assn. have gone on record opposing the importation of Chinese dried eggs. The action was taken during the recent annual convention of the ABA here.

Recent arrivals of dried egg yolks from Communist China had previously aroused considerable criticism although the practice has been going on for some 35 years, according to trade reports. The U.S. Department of Agriculture received protests from a Pacific Northwest labor union and a Washington member of the House asked for an investigation of the practice in view of the present U.S. policy of buying up eggs to support parity prices.

Following these protests, the government raised the duty on imported eggs by 10¢ lb. in an effort to make the Chinese eggs more nearly competitive with American dried egg prices. Domestic dried egg yolks range from $1.10@1.20 lb. while the Chinese product has been selling around 85¢ lb.

The tariff on Chinese dried egg yolks will be advanced effective Dec. 11 to bring the price to the 1929 figure of 27¢, but the action will not have much effect, it is felt, since Chinese eggs at 95¢ will still be below American prices. There is comment that the Chinese may reduce their price to absorb the tariff advance.

Both American and Chinese dried eggs are made by practically the same process and are chemically the same. The U.S. supports are only on dried whole eggs; most U.S. plants are not equipped to dry the whites separately. The Chinese product has been imported for the past 35 years for use by makers of doughnuts and mixes and macaroni or other foods where yolks only are required.

The USDA has defended such imports on the grounds that America's aim is more, not less trade; that the U.S. can get some things it needs as long as trade relations are continued, and that the amount imported is not sufficient to affect American prices.

"In the case of eggs, the Chinese imports of about 5 million pounds a year only amount to about one third of 1% of our total production," a USDA spokesman said.

94,000,000 BU. WHEAT CROP SEEN BY BRITISH

LONDON—Although the British wheat crop is not as high as was originally expected earlier in the season, due mainly to adverse weather conditions at harvest time a new forecast indicates an outturn in the region of 94 million bushels, compared with last year's yield of nearly 80 million bushels. A heavier crop had been expected because an additional 500,000 acres had been sown to wheat in an effort to step up production. While the net result is satisfactory in view of the circumstances a greater proportion of the crop than usual will be unfit for milling purposes and will have to be diverted for animal feed.

In an official report the Ministry of Agriculture assesses the yield to the acre at 37 bu., a reduction on last year's figure of 40.6 bu. The continuance of the wet weather as well as the delay in gathering the harvest has impeded field work for the fall sown crop and cultivation is not as far forward as usual at this time of the year.

PILLSBURY'S OGDEN UNIT OBSERVES TENTH YEAR

OGDEN, UTAH — Approximately 1,000 employees and their families from this area were guests of the Pillsbury Mills, Inc., Ogden plant during the open house Oct. 19 to celebrate the 10th anniversary of the purchase of Globe Mills.

Known as Family Night, the occasion featured tours through the plant, refreshments in the office and a gift to everyone of some Pillsbury-manufactured item. Halloween favors were given to the children. A three-foot high cake in the entrance marked the anniversary.

The tours, with experienced guides in charge, were made in groups of 12 to 15. Operations were explained as they moved from floor to floor. A nursery, under supervision of a registered nurse, was provided for the smaller children.

Grocery products, specialty items, flours and manufactured feeds were displayed, and colored slides of feed operations were shown. Circus clowns circulated through the crowds.

Committee chairmen in charge were C. K. Paxton, plant superintendent, general chairman, and J. C. McNeil, manager, co-chairman.

CONTINENTAL GRAIN BUYS BEARDSTOWN ELEVATOR

CHICAGO—The Continental Grain Co. has purchased the Beardstown (Ill.) Terminal Grain Elevator from Fred Curry and John Dutch. The 80,000 bu. structure will be added to the string of elevators owned by Continental in Illinois.

F. A. Lyons, formerly with the company's elevator at Havana, Ill., has been made manager of the operations at Beardstown.

Cut out for a fine flour

"CUT OUT" is not the usual term for manufacturing a bakery flour, but in one sense it accurately describes I-H products. For I-H flours are tailored exactly to the baker's needs and they fit perfectly into the bakeshop production schedule. Try I-H flours and you will find your loaf quality "worth crowing about" too.

If it's **I-H** *milled it's 'good' flour!*

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whether plain or enriched, remain the same high standard, dependable flours that have characterized the products of La Grange Mills over the half century and more of their operation.

This quality pattern is not an accident but the result of painstaking care in wheat selection and careful milling.

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LA GRANGE MILLS RED WING MINNESOTA

ROBIN'S BEST FLOUR

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SIMONDS-SHIELDS-THEIS GRAIN CO. GRAIN MERCHANTS

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World Breadgrain Production for 1950 Shows Slight Gain

WASHINGTON—World production of wheat and rye in 1950 is expected to total about 239 million short tons, according to information available to the Office of Foreign Agricultural Relations. A crop of that size would be above the prewar (1935-39) average and slightly larger than the 1949 bread grain harvest, which now is estimated at 236 million tons.

The net increase over last year's production is accounted for by a total wheat crop of 6.4 billion bushels, compared with 6.27 billion in 1949. This increase more than offsets a reduction in the world harvest of rye.

Estimates for the current season include preliminary forecasts of production, based on around-average yields, for the Southern Hemisphere, where the growing crops are in an early stage of development.

The current estimate of 6.4 billion bushels for world wheat production would be only slightly below the unusually favorable harvest of 1948 and would be, with the exception of that year, the largest wheat production since 1938. An increase of about 6% over the immediate prewar period is noted, principally because of the sharp increase over prewar levels in North America. That increase, together with a substantial increase in Asia, more than offset declines in Europe and the Soviet Union. Slight increases over the 1935-39 average are also indicated for Africa, South America and Oceania (Australia and New Zealand).

The total rye crop is estimated at about 1.7 billion bushels, slightly less than in 1949 and about 4% below the prewar average. Rye production is below the 1935-39 average in Europe but is believed to have increased in the Soviet Union. These two areas together ordinarily produce about 95% of the world's rye crop.

Smaller Imports Seen

Since larger crop outturns are indicated this year in most deficit areas, world wheat import requirements appear likely to show some reduction from those of the past marketing season, when world imports were about 815 million bushels. Indigenous supplies will be larger in most of the principal importing countries and considerably larger in a few, especially in Spain, if present estimates materialize. Though some decline is reported in the French crop, it appears large enough to allow for some surplus.

An over-all increase of about 50 million bushels in Europe's wheat crop may result in a further reduction of import requirements from overseas for that continent, assuming that collections of indigenous grain continue satisfactorily. Total wheat imports into Europe in 1949-50 amounted to about 470 million bushels and rye was about 45 million.

Wheat supplies available for export from North America may be about 100 million bushels above those of a year ago because of the larger crop in Canada. Supplies remaining in Argentina and Australia, together, at the beginning of July, 1950, were about 10 million bushels larger than on that date a year earlier. An increase of 25 million bushels in the Australian stocks accounts for the net increase, with a decline of 15 million bushels estimated for Argentina. It is too early in the growing season to have a good indication of prospects for the coming crop in these countries.

Reduction Noted

Wheat production in North America, estimated at 1,523 million bushels, is slightly less than in 1949, since the reduction in the U.S. crop is larger than the increase in Canada and Mexico. Though about 12% below the 1949 harvest, the U.S. harvest, now estimated at 1,012 million bushels, is the seventh successive crop of over a billion bushels in this country.

Prospects for the Canadian harvest, running two to three weeks late, point to a wheat crop of 490 million bushels, the last official estimate. This compares with 367 million in 1949 and a 1935-39 average of 312 million. Heavy frost damage reduced the crop, especially in Saskatchewan. In addition to numerical losses, heavy reductions in grade are reported. Mexico, the only remaining producer of any importance in the area, reports a record crop of 20.2 million bushels.

Rye production is somewhat larger than the harvest a year ago in the U.S. and Canada. Both acreage and yields were above average in Canada. The rye acreage in the U.S., in contrast, is only half the 1935-39 average. With yields about average, the crop outturn of 22.5 million bushels is also 50% of average.

European Outturn Up

Total bread grain production in Europe is slightly larger than in 1949 but about 5% below the 1935-39 average. The gain over a year ago is entirely due to an increase in wheat, with rye production slightly less than last year's total.

Most countries in western Europe

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1000 cwts. Flour—250 cwts. Meal

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and the Mediterranean area report wheat crops as large as, or larger than, the good 1949 outturn. Spain, Italy, the U.K. and Portugal are expected to show the largest quantitative gains. The crop in France will be slightly smaller than a year ago because of some reduction in per acre yields.

The reduction in Europe's rye harvest is due to cuts in acreage. Significantly reduced acreage compared with prewar is estimated for Germany, Poland and Czechoslovakia. These countries accounted for about 70% of Europe's prewar production.

Bread grain crops in the Soviet Union are estimated below the prewar average and also slightly below the 1949 harvest. A nominal increase over the 1949 wheat crop is outweighed by a decline in rye.

Wheat production in Asia may be about 10% above the 1949 crop, assuming no significant change in China. Little information is available on prospects for the current outturn in that important producing country. In other countries, especially in the Near East, increases are general.

The wheat outturn in Africa is expected to exceed the prewar average, but may be below the large 1949 harvest. Reduced acreage from the high 1949 level accounts for the decline.

The outlook for Argentina and Australia is not yet assured since crops in these Southern Hemisphere countries are in the early stages of development. A significant increase in the wheat acreage in Argentina is reported. Unofficial estimates place the increase at 15-20%. Wheat acreage in Australia, in contrast, is down about a half million acres from the acreage of the past two years. Conditions to date have been reported generally favorable in both countries.

MINNESOTA ALLIED TRADES COOPERATE IN ARBA DRIVE

MINNEAPOLIS—Allied tradesmen serving the baking industry of the Upper Midwest were urged to cooperate with the October membership drive of the Associated Retail Bakers of America at a luncheon meeting at the Nicollet Hotel here Oct. 4. The meeting, sponsored by the Associated Bakers of Minnesota, featured talks by Walter M. Jennings, executive secretary of the ARBA, and John P. Garrow, Chapman & Smith Co., president of the Allied Trades of the Baking Industry, both of Chicago.

Mr. Garrow pointed out the need of the ARBA for more members to carry on the important job of representing the retail baking industry in Washington. He cited the fact that a successful retail baking industry was necessary to the successful operation of all allied trades firms.

Mr. Jennings outlined the expanded program the ARBA is planning for its members in the future. He cited the growing importance of adequate representation in Washington during a time of national emergency and presented samples of the merchandising and promotional kits being prepared monthly for ARBA members.

W. E. Lingren, The American Baker, Minneapolis, president of the Minnesota Allied Trades of the Baking Industry, pledged the support of the local allied group in the membership drive.

T. J. Mahlke, Mahlke Baking Co., Winona, Minn., president of the Associated Bakers of Minnesota, opened the meeting, and Roland H. Aaker, Central Bakery, Montevideo, Minn., a director of the ARBA, served as chairman.

USDA AMENDS FLAXSEED STORAGE PAYMENT BASIS

MINNEAPOLIS — The Production and Marketing Administration has issued an amendment to its Handbook for Warehousemen concerning payment of storage and handling charges on flaxseed under the uniform storage agreement.

Handling and storage charges on flaxseed stored commingled will be paid on the following basis: Receiving charges will be paid on the gross weight shown as received in the warehouse. Storage and loading out charges will be paid on the gross weight of the warehouse receipts surrendered except that storage and loading out charges will not be paid on dockage loaded out in excess of that received.

Storage and loading out charges previously paid on dockage received but not loaded out are recoverable by the Commodity Credit Corp. Settlements as to quantity and quality loaded out will be on a net basis.

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Successors to Wolverton Flour Mills Co., Ltd.
Canadian Spring and Winter Wheat Flour
"SILVERKING" "GREAT STAR" "WOLF" "KEYSTONE"
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Cable Address: "Scrogo" Established 1886
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Canadian Wheat, Oats and Barley
Over 600 Elevators in Manitoba, Saskatchewan and Alberta.
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JAMES RICHARDSON & SONS
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GRAIN MERCHANTS, SHIPPERS AND EXPORTERS
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Domestic & Export Offices: TORONTO, MONTREAL, WINNIPEG, VANCOUVER & OTHER PRINCIPAL CITIES IN CANADA
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GOLD DROP PIE and COOKIE FLOUR
PYRAMID COKE FLOUR
CENTENNIAL CAKE FLOUR
BLUESTEM and HARD WHEAT BAKERS FLOURS
4,500,000 Bushels Country and Terminal Storage
NEW SPOKANE MILL . . . ONE OF THE WORLD'S MOST MODERN
MILLS AT SPOKANE - WENATCHEE - RITZVILLE - PORTLAND

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MERCHANT MILLERS
ESTABLISHED 1905
SOFT WHITE WINTER WHEAT FLOUR A SPECIALTY
Also Choice Blue-Stem and Hard Spring Patents
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THE largest and most modern flour mill and elevator on the Pacific Coast with storage capacity at our mills of 2,500,000 bushels, together with more than one hundred elevators and warehouses in the choicest milling wheat sections of Montana, Idaho and Washington, insure the uniformity of all Fisher's Flours.
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WESTERN MILLING CO.
MONTANA SPRING WHEAT PATENT FLOUR
BLUESTEM—PATENT FLOUR
FINEST SOFT WINTER WHEAT PATENT FLOUR
General Offices: Walla Walla, Washington

New GMI "Brown 'n Serve" Promotion

"Brown 'n Serve," the new baking method and business idea that helped to snowball roll sales several million dozens weekly within a few short months, has been given another vigorous push by General Mills, Inc. Sparking the new campaign was a full-color back cover ad in the October 14 Saturday Evening Post.

The ad was designed to further establish "Brown 'n Serve" products as a definite part of the bakers' complete line of delicious foods, and to give added prestige to bakers everywhere, GMI officials say.

More than 10,000,000 people will be exposed to the Saturday Evening Post ad during the nippy fall weather and pre-holiday season that increases the desire for hot rolls, it is pointed out. The ad offers bakers an excellent opportunity to put national advertising behind their own "Brown 'n Serve" foods by tying in with local advertising and merchandising.

To help bakers do this in the most effective manner, General Mills is providing a free merchandising kit that contains, among other things, two reprints of the Saturday Evening Post ad and a large poster-size blowup of the ad. These pieces will gain the full impact of Saturday Evening Post advertising for the "Brown 'n Serve" products of every baker who ties in with the new promotion.

Following is a complete listing of the contents of the free sales kit:

2 full-color reprints of the Saturday Evening Post ad.

1 poster-size blowup of the Saturday Evening Post ad.

1 large poster explaining the "Brown 'n Serve" method.

1 window streamer in two colors.

1 proofsheet of three newspaper ads available in mat form.

1 sample insert.

1 idea-packed merchandising booklet.

General Mills salesmen are handing out the free kit to bakers now, the company states, and taking orders for extra quantities of merchandising materials (sold at cost). Further information may be obtained from the bakery sales service department of General Mills, Inc., Minneapolis.

In General Mills' many years of producing various promotions for bakers, none have been more popular than the first two "Brown 'n Serve" promotions, the company said. So heavy was the demand for merchandising materials, that several items in kits 1 and 2 had to be re-printed in large quantities.

In less than a year, "Brown 'n Serve" has "caught on" to an amazing degree for a new product, it is claimed. A recent survey covering hundreds of bakers revealed that these bakers were selling 4,500,000 doz. "Brown 'n Serve" rolls weekly. "So many similar reports of good sales volume continue to roll in from retail, wholesale and house-to-house bakers that it is impossible to estimate just how many millions of dozens of 'Brown 'n Serve' rolls are being sold weekly in the U.S." a General Mills release states.

GMI PROMOTION—The advertisement shown above sparked the new "Brown 'n Serve" promotion of General Mills, Inc., when it appeared in a full-color back cover ad in the Saturday Evening Post Oct. 14.

AHC
SAN FRANCISCO
PORTLAND
LOS ANGELES
BERKELEY
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MULTI-WALL PAPER BAGS
BURLAP AND COTTON BAGS
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DIXIE-PORTLAND FLOUR MILLS
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Capacity 24,000 Sacks Daily
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One ideal source of supply for all your flour needs
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Cable Address: "Dorpeach," London
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St. Mark Lane,
LONDON, E. C. 3

PILLMAN & PHILLIPS
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COMMISSION AGENTS and FACTORS
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Wellington Buildings
The Strand LIVERPOOL
88 Constitution Street LEITH

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(CHAS. E. FEAST)
FLOUR IMPORTERS
Subscription Room
Seething Lane, LONDON, E. C. 3
Cable Address: "Feastanco," London.

Cable Address: "Thorpeve," London
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(FLOUR, FEED & GRAIN) LTD.
33 Mark Lane LONDON, E. C. 3
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FLOUR AND CEREAL PRODUCT IMPORTERS
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BELFAST, IRELAND
Cable Address: "Anchor," Belfast

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Cable Address: "Fennell," Liverpool

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FLOUR, OATMEALS, CEREALS
OFFICES ALSO AT
LIVERPOOL LEITH
DUBLIN BELFAST

CRAWFORD & LAW
FLOUR IMPORTERS
30 Wellington Street GLASGOW, C. 2
and at 27, Corn Exchange Chambers
LONDON, E. C. 3
Cable Address: "Camellia," Glasgow

FARQUHAR BROTHERS
FLOUR MERCHANTS
24 Wellington Street GLASGOW, C.2
C. I. F. business much preferred.
Cable Address: "Glebemill," Glasgow

CONVENTION CALENDAR

Oct. 29-Nov. 2—National Bakers Supply House Assn.; Broadmoor Hotel, Colorado Springs, Colo.; headquarters, 64 East Lake St., Chicago 1.

Nov. 1—Connecticut Bakers Assn., Inc.; Hotel Bond, Hartford; sec., Charles Barr, 584 Campbell Ave., West Haven 16.

Nov. 13-14—New England Bakers Assn.; Statler Hotel, Boston; sec., Robert E. Sullivan, 51 Exeter St., Boston.

Nov. 20-21—Western Grain & Feed Assn.; Hotel Fort Des Moines, Des Moines, Iowa; sec., Mark G. Thornburg, 432 Des Moines Bldg., Des Moines 9.

Dec. 4-7—Super Market Institute; Shamrock Hotel, Houston, Texas.

1951

Jan. 8-9—Ohio Grain, Mill & Feed Dealers Assn.; Netherland Plaza Hotel, Cincinnati; acting sec., H. E. Frederick, P.O. Box 707, Marysville.

Jan. 12—National Soft Wheat Millers Assn.; Brown Hotel, Louisville, Ky.; sec., Paul M. Marshall, 209 West Jackson Blvd., Chicago 6.

Jan. 21-23 — Pennsylvania Bakers Assn., William Penn Hotel, Pittsburgh; sec., Theodore Staub, 5700 N. Broad St., Philadelphia.

Jan. 21-23—Indiana Grain & Feed Dealers Assn.; Hotel Claypool, Indianapolis; sec., Fred K. Sale, 600 Board of Trade Bldg., Indianapolis.

Jan. 23-25 — National Macaroni Manufacturers Assn.; Hotel Flamingo, Miami Beach, Fla.; sec., Robert M. Green, 139 N. Ashland Ave., Palatine, Ill.

Feb. 15-17 — National-American Wholesale Grocers Assn.; Drake Hotel and Knickerbocker Hotel, Chicago.

Feb. 17-20 — National Retailer-Owned Grocers, Inc.; Sheraton Hotel, Chicago; gen. mgr., Peyer H. Prato, 309 W. Jackson Blvd., Chicago.

Feb. 18—National Food Brokers Assn.; National Canners Assn.; Canning Machinery & Supplies Assn.; Chicago, Ill.

April 8-10 — Southwest Bakers Assn.; El Paso, Texas; sec-treas., J. E. L. Kilgore, 219 So. 1st St., P. O. Box 126, Albuquerque, N. Mex.

April 16-17 — Nebraska Grain & Feed Dealers Assn.; Hotel Paxton, Omaha; sec.-treas., Howard W. Elm, 917 Trust Bldg., Lincoln 8.

April 16-18 — Pacific Northwest Bakers Conference, Multnomah Hotel, Portland, Ore.

April 27-28—Texas Grain & Feed Dealers Assn.; Plaza Hotel, San Antonio; sec.-treas., Ben M. Ferguson, Brackett Grain Co., Fort Worth.

April 29-May 1 — Texas Bakers Assn.; Baker Hotel, Dallas; sec., Mrs. Ed Goodman, 1134 National City Bldg., Dallas 1.

April 29-May 2—Indiana, Wisconsin, Illinois bakers associations, joint convention; Sherman Hotel, Chicago; acting sec., Thelma E. Dallas, 33 W. Jackson Blvd., Chicago 4.

May 6-7 — Associated Bakers of Minnesota; Radisson Hotel, Minneapolis; sec., J. M. Long, 623 14th Ave. S.E., Minneapolis 14, Minn.

May 6-9—Southern Bakers Assn., Inc.; Palm Beach Biltmore, Palm Beach, Fla.; sec., E. F. Cline, 703 Henry Grady Bldg., Atlanta 3, Ga.

May 11-12—Kansas Grain, Feed & Seed Dealers Assn., Hotel Broadview, Wichita, Kansas; sec.-treas., O. E. Cone, 823 Wiley Bldg., Hutchinson.

May 13-15—National Association of Flour Distributors; Edgewater Beach Hotel, Chicago; sec., Wayne G. Martin, The Northwestern Miller, 75 Beaver St., New York 4.

May 14-16—Millers National Federation, Edgewater Beach Hotel, Chicago; sec., Herman Steen, 309 W. Jackson Blvd., Chicago 6.

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41 Constitution St., LEITH
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42 Regent Quay, ABERDEEN
Cables: "Philip," Dundee

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(Gebr. Hetzelaar & Verhoeff)
Importers of
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ROTTERDAM, HOLLAND
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Guaranty Trust Co., New York
Cables: Radium Code: Poetica 1151

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G. m. b. H.
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Frankfurt am Main, Friedrich Ebertstr. 10, Germany
Cable Address: IPOHA

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FLOUR SPECIALISTS SINCE 1860
AMSTERDAM
Cable Address: Bygrip, Amsterdam
Codes: Bentley's Complete Phrase, A.B.C. 5th Ed., Riverside, Private
Bankers: Twentsche Bank, Amsterdam Reference: Guaranty Trust, New York

N. V. Agentuur & Commissiehandel
v/h P. C. VIS & CO.
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47-51 Damrak FLOUR IMPORTERS Cable Address: "Stolp"
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MINNEAPOLIS DULUTH

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OF LIVERPOOL
ORIGINATORS of ALL RISKS INSURANCE ON FLOUR
Policies of this Company are held by leading millers
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Through
WANT ADS
in
THE NORTHWESTERN MILLER

KNIGHTON
FOR FLOUR
NEW YORK BOSTON
PHILADELPHIA

GRISTLE GRINS

Little Elsie: "Mummie, what becomes of an automobile when it gets too old to run any more?"

Mother: "Why, dear, someone sells it to your father as a used car as good as new."

◆ ◆ ◆

At a meeting of a Mothers and Babies Club one day votes were cast to decide which was the most beautiful baby present. Each baby received one vote!

◆ ◆ ◆

After the diner had waited in the restaurant for what seemed hours, he buttonholed the head waiter: "Just as a matter of curiosity," he said, "did the waiter who took my order leave a family?"

◆ ◆ ◆

Helen: "Has your boy friend's English improved any?"

Mary: "No, he still ends every sentence with a proposition."

◆ ◆ ◆

The young man was rather shy, and after she had thrown her arms around him and kissed him several times for bringing her a bouquet of flowers, he jumped up and grabbed his hat.

"Oh, don't go," she said, "I didn't mean to offend you."

"I'm not offended," he replied, "I'm going for more flowers."

◆ ◆ ◆

"Oh, doctor," cried the wild-eyed man. "I'm dreadfully afflicted. The ghosts of my departed relatives come and perch on the tops of the fence posts all around my garden when dusk is falling. I can look out any evening and see a couple of dozen spooks sitting on top of the posts waiting, waiting, waiting! What can I do?"

"Sharpen the tops of the posts," advised the doctor.

◆ ◆ ◆

Two modern youngsters were discussing the subject of piggy banks.

"I think it's childish to save money that way," little Mary opined.

"I do, too," Annie replied. "And I believe also that it encourages children to become misers."

"And that's not the worst of it," Mary exclaimed. "It turns parents into bank robbers."

◆ ◆ ◆

Letty: "I had a terrible dream last night. I dreamed that all the animals that went to make up my furs were standing round my bed."

Betty: "How silly to let a few alley cats frighten you."

◆ ◆ ◆

"You've got a pretty place, Frank," said the departing guest. "But it looks a bit bare yet."

"Oh," explained Frank, "it's because the trees are rather young. I hope they'll have grown to a good size before you come again."

◆ ◆ ◆

Salesman: "Your dog seems unusually interested in watching you cut my hair."

Barber: "He is interested. Sometimes I snip off a bit of a customer's ear."

THE FRANK R. PRINA CORPORATION
Domestic FLOUR Export
LIVE WIRES—CONNECT!
630 Fifth Avenue NEW YORK

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FLOUR
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The Montgomery Company
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Ground Where the Best Wheat Is Grown
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Whitewater, Kansas

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FLOUR for BAKERS
SPRING WHEAT • KANSAS WHEAT • SOFT WHEAT
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BEARDSTOWN ILLINOIS

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Capacity 1500 sacks — CHICKASHA, OKLA. — Cable Address "Wacklin"
Manufacturers of High Grade Hard Wheat Flour
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BEST OF THE WEST
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YUKON, OKLAHOMA

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FOR QUALITY, FLAVOR AND ECONOMY
Flour Hubbard Milling Co.

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